STROKE CLUB MEETING: The Beverly/Danvers Stroke Club will meet Jan. 7 at 1 p.m., at the Beverly Hospital Lecture Hall, Herrick Road. Dan Hoisington, of the Beverly Historical Society, will be the speaker. His subject will be "History of Beverly and Changes Through the Years." Refreshments and conversation will follow the program. Families and friends welcome.

Easter Seal Stroke Clubs are comprised of people who have had a stroke their families and friends. Each club is designed to offer peer group support among members and understanding of the disability.

For information about Easter Seal Stroke Clubs or other services, contact Barbara Teittinen at the Easter Seal Northeast Regional office at 683-1259.

BEV TIMES PG. A-3
1/4/88

EXERCISE PROGRAMS: The Beverly Hospital will offer the following exercise programs for residents:

A $50 low impact aerobics class begins Jan. 4, Mondays, Wednesdays, and Fridays for six weeks, 5:30-6:30 p.m. The program will be led by a registered physical therapist.

A $50 eight week prenatal exercise class begins Jan. 5, Tuesdays and Thursdays, 5:30-6:30 P.M. Physician consent is required.

A $55 postpartum exercise class begins Jan. 5, Tuesdays and Thursdays for eight weeks, 11 a.m.-noon. Physician consent required.

For information or enrollment, contact the Beverly Hospital Physical Therapy Department: 922-3000, ext. 2670.

BEV. TIMES 1/2/88

Basic CPR course offered in Ipswich

A basic CPR (Cardiopulmonary Resuscitation) program will be held at Cable Emergency Center in Ipswich on Jan. 7 and 14 from 6:30 to 8:30 p.m. in the conference room, located on the lower level of the center.

Registration is required prior to class and there is a $20 fee for both sessions — $10 for recertification.

The program is open to all interested area residents, who may register by calling the Community Relations Department at Beverly Hospital, 922-3000, extension 2480.

Gloucester Times 1/4/88

Blood pressure checks funded

The Bay Area Visiting Nurse Association has received funding from the state Department of Public Health to provide blood pressure screenings to businesses and residents in Essex, Hamilton, Wenham, Ipswich and Rowley.

The goal of the high blood pressure control program is to promote and maintain the physical health of individuals through a program that will detect high blood pressure, and provide education, follow-up and referral services.

The Bay Area VNA will conduct numerous blood pressure screenings throughout the five-town area, at specific community sites and at local businesses. Lisa Stockman, special programs manager for the VNA said the dates, times and locations will be set and announced in the Times.

The screenings will be offered to all citizens age 18 and over.

Stockman said any employer in the five towns who would like to have the visiting nurses come to screen employees may call her at 356-5055 or 468-3123.

Times 1-4-8

Bay Area VNA gets blood pressure

The Bay Area Visiting Nurse Association has received funding from the state Department of Public Health to provide blood pressure screenings to businesses and residents in the communities of Hamilton, Wenham, Ipswich, Essex and Rowley.

The Bay Area VNA will conduct numerous blood pressure screenings throughout the five-town area. Some will be held at specific community sites and others will be held for specific work groups. The first planned blood pressure screening will be held Thursday, Jan. 7, for Gourdeau Construction employees, at the Hamilton-Wenham Community House from 3 to 7 p.m.

The next s
for Hamilton
ilton-Wenha

More sc
announced.

Developer seeks damages for Plannir

By **LISA KOSAN**
Times staff

BEVERLY — A local developer filed a $5 million lawsuit against City Hall officials and the Planning Board recently, claiming they "arbitrarily" denied him building rights for his land in Centerville.

Andrew J. Abdo of Danvers sought Planning Board approval for construction of a 35-lot subdivision called Thousand Pines II off Boyles Street and Tall Tree Drive in Centerville. The new development would extend behind his existing complex off Tall Tree Drive.

The third suit filed on Oct. 29 in Essex County Superior Court seeks $5 million in damages claiming the city actions "have resulted in a regulatory taking of (Abdo's) property without just and reasonable compensation."

The plan was denied in early 1986, according to Planning Board members, for lack of access to the site. In January 1986, the Police Department stated that traffic safety and access from Boyles Street to the proposed subdivision would cause problems because the street is too narrow and curves too sharply.

But secondary access to the Abdo property may be available now that plans have been filed for Laurel Ridge, a congregate elderly housing complex off Hale Street. Approval of the elderly housing project's request for a special permit could hinge on an agreement to improve Witches Lane, a private dirt road off Hale Street, which could be extended north to the Abdo property.

"The Planning Board's intention is to get some kind of potential secondary access extended back to Abdo's property," said City Planning Director Peter Phillips. "I know several members have said they are in favor of the improvement."

The improvement of Witches
Lane, the narrow
from Hale Street al
ly edge of the Laure
before the city's
ment. The city solic
if the city can requi
ment of the road b
the special permit.
cording to officia
Abdo the access he
struct Thousand Pi

"A good compro
to request that Wi
made into a paper
Abdo the right in
improve the road if
Phillips said.

Abdo's suit furth
the city's denial of

---

pg. 10 Salem News 1/14/87

Laurel Ridge debate continues

Planning Board will inspect housing site Saturday

By **JEFFREY REMZ**
News Staff

BEVERLY — One side fears an increase in cars rumbling through their narrow streets.

Pitted against them is the city's Council on Aging, which fully supports a Hale Street congregate elderly housing development.

At stake is the future of Laurel Ridge, a proposed 231-unit Beverly Hospital-sponsored development near Endicott College, now before the Planning Board.

The board held a public hearing last month, which will be followed by a visit to the site this coming Saturday.

A decision may be made at the board's next meeting Wednesday, Jan. 20.

"We feel very strong about a congregate housing facility opening in Beverly," wrote Council on Aging Director Winifred C. Sanborn and Chairman A. Joseph Sullivan in a recent letter.

"There is a need for more of this type of living."

But residents of the Brookhead Avenue and Brooks Circle area off Boyles Street do not agree. In an unsigned statement, the group cited what it referred to as several "inherent problems."

The statement outlined problems with the project previously raised.

The primary concern was traffic. The statement said traffic would "increase substantially" on Boyles Street, an "extremely" narrow country road which connects Cross Lane with Hale Street at Chapman's Corner.

"Traffic on Hale Street would also increase dramatically and cause a nightmare at the ever-dangerous Chapman's Corner," the statement said.

But a city-sponsored traffic study agreed with the hospital's study saying that traffic would be minimally affected by the project.

The group also felt that the residential nature of the area would be affected.

The group expected a "substantial" property devaluation if Laurel Ridge is allowed to proceed.

"Perhaps a total of no more than 60-70 units would be acceptable," the statement said.

John E. Glovsky, attorney for the hospital, said after the public hearing that the number of units could be negotiable.

But he said that the number could be cut by only approximately five percent, or nearly a dozen units. Cuts beyond that number would cause developers to question the profitability of the project.

Despite the concerns of area residents, the Council on Aging came out firmly for the project.

A letter from the council stated that the need for congregate housing for all income levels was "obvious."

"Many have worked all of their lives and now can no longer maintain the type of home that they are accustomed to living in," Sanborn and Sullivan wrote. "There should be a home for these people to retire to with an air of dignity. We feel that Laurel Ridge will offer this, plus many more assets to daily living."

They said they received out-of-state calls, including people from Florida, asking if Beverly had congregate living housing.

"These calls have come from relatives, frends, and very often from the individual who would like to return to Beverly or the North Shore and continue their usual style of living," according to the letter.

Salem News 1/4/87 pg. 7

Region's hospitals cringing at proposed Medicare cuts

By BRION O'CONNOR
News Staff

Administrators and spokesmen from North Shore hospitals have expressed grave concerns about the $2.1 billion cut from next year's Medicare budget during federal budget negotiations.

The $2.1 billion lopped from the fiscal 1988 Medicare spending was part of the $17.6 billion deficit reduction bill approved by Congress last week.

The cuts come in the wake of the decision by Massachusetts House leaders to stall until next session passage of legislation to provide Bay State hospitals with needed funds, including reimbursement for Medicare cuts.

The state bill would also guarantee coverage by 1992 for the state's uninsured.

"Any dollar cut in a program that's already underfunded is a cause for concern, and we'll be looking very closely at it," said Jack Good, spokesman for Beverly Hospital.

Like other North shore hospital officials, Good said it was still too soon to detemine what impact the multi-billion dollar cut would have on local hospitals.

"The number is so large, it's bound to have an impact," said Good. "But cuts right now are only dollar signs. How that comes down to affect us on a local level remains to be seen."

Sheldon Aronson, administrator of the J.B. Thomas Hospital in Peabody, said the cuts won't affect the city-owned facility until July next year. He added, however, that hospitals nationwide, both private and municipal, can't delay in taking an even closer look at ways to compensate for the cuts.

"We're constantly looking at our expenses and our income, and looking to see where we can save money," he said. "We have increased our volume somewhat, but not enough to cover (increased) costs."

Good and Edward F. Kittredge, administrator for the Hunt Memorial Hospital in Danvers, said hospital officials will be looking at the state health bill proposed by Sen. Patricia McGovern, D-Lawrence, for relief.

McGovern's bill, which includes $50 million in state funds to offset Medicare losses, is not expected to be taken up until the next session because House Speaker George Keverian said it was too complex for members to consider in the few days remaining 1987's agenda.

Lawmakers next week will debate passage of a stop-gap measure to continue for three months the current hospital reimbursement law, along with a bill to aid 40 of the state's "underfinanced" hospitals. But neither contains the $50 million in Medicare reimbursement. Kittredge said the $50 million in McGovern's bill, a compromise made with the hospital industry, won't cover the $2.1 billion in federal cuts. He said the hospital industry proposed the $50 million figure based on a 3 percent Medicare increase.

That increase, however, will now just be 2 percent, he said.

"From just the Medicare program alone, it means a further reduction in the number of dollars we can increase our charges by," said Kittredge.

Further cost cutting measures could affect the quality of patient care at all hospitals, said Brian L. Wallin, spokesman for the Salem Hospital.

"There's only so much you can pare away, and (the federal government is) paring meat, not fat, at this point," said Wallin, adding "our foremost concern is maintaining patient care."

Wallin said the Medicare cuts are not "the kind of thing that sneaks up on you," and cuts were anticipated. However, he said "you can only take so much away" and agreed the federal cuts highlights the health care financing situation in the state.

Most of the federal deficit cutting was accomplished by reducing or capping reimbursements to doctors, hospitals and laboratories. But participants in the Medicare program, some 32 million elderly and disabled Americans, were not totally shielded. One provision calls for them to pay for 20 percent of outpatient surgery costs. They now pay nothing. Kittredge said the provision may be penny-wise and pound-foolish.

"That's going to be a real deterrent for older folks on a fixed income to take care of themselves," said Kittredge.

He said elderly residents that might need outpatient surgery, but also have to pay for food, rent and heat, might forego the hospital visit if it means having to pay.

"The sad part about it is that (the injury) is going to get worse, they'll wind up as an inpatient and the federal government will pay more," said Kittredge.

Some federal lawmakers were unhappy with the Medicare compromise, saying it was a victory for the Reagan administration.

"We've gone along with the administration in putting more Medicare costs onto the elderly," said U.S. Rep. Henry Waxman, D-Calif. "They've won and the elderly have lost."

Waxman said "the cuts that Medicare took as a result of this budget cannot be justified. The cuts were excessive. They are going to do damage to the quality of care Medicare patients will receive."

Salem NEWS 1/5/88 Pg. 10

Hospital offers exercise classes

BEVERLY — Beverly Hospital will offer three exercise programs for area residents starting this week.

An aerobics class is beginning this week, meeting Mondays, Wednesday, and Fridays for six weeks.

Classes will be held from 5:30-6:30 p.m. in the hospital's lecture hall. The program will led by a registered physical therapist.

An eight-week prenatal class will begin Jan. 5. Classes will be Tuesdays and Thursdays from 5:30-6-30 p.m. in the lecture hall.

Consent of a physician is required for participation in the prenatal exercise program. Women should begin the classes in either the first or second trimester of pregnancy.

Instruction will include stretching, toning, and relaxation. A registered physical therapist experienced in prenatal needs will conduct the course.

A postpartum exercise class will also begin today, running Tuesdays and Thursdays for eight weeks. Classes will be held from 11 a.m. until noon.

The postpartum program is recommended for six weeks after delivery with physician's consent required. Part of each class will offer exercises that mothers can do with their infants.

For further information, or enrollment in any of the classes, contact the Beverly Hospital Physical Therapy Department.

Item 1/6/88

* *

Beverly Hospital's Center for Nutritional Research offers a weight loss program beginning this month. The program is intended for those who are at least 40 pounds overweight, and provides medically-supervised treatment based on individual factors.

A free orientation, to be held on Wednesday, Jan. 13, at 7:30 p.m. in the hospital lecture hall, will be led by professional staff from the Boston Center for Nutritional Research and Dr. Barbara Evans. Registration is required. For more information and registration, call 922-3000, ext. 5000.

* * *

Beverly Hospital will conduct a post-partum exercise class on Tuesday, Jan. 26. The class will meet for eight weeks, on Tuesdays and Thursdays, from 11 a.m. to noon in the hospital lecture hall.

The program is recommended for six weeks after delivery. Physician consent is required and the fee is $55. Instruction includes stretching, toning and aerobic exercise.

For more information and enrollment, call 922-3000, ext. 2670.

* * *

Gloucester Times

CPR course offered

1.6.88

A basic CPR (Cardiopulmonary Resuscitation) program will be held at Cable Emergency Center in Ipswich on Jan. 7 and 14 from 6:30 to 8:30 p.m. in the conference room, located on the lower level of the center.

Registration is required prior to class and there is a $20 fee for both sessions — $10 for recertification.

The program is open to all interested area residents, who may register by calling the Community Relations Department at Beverly Hospital, 922-3000, extension 2480.

BLOOD PRESSURE SCREENINGS: The Bay Area Visiting Nurse Association has received funding from the state Department of Public Health to provide blood pressure screenings to businesses and residents in the communities of Hamilton, Wenham, Ipswich, Essex and Rowley.

The first planned blood pressure screening will be held Thursday, Jan. 7, for Gourdeau Construction employees, at the Hamilton-Wenham Community House from 3 to 7 p.m. The next screenings will be held for Hamilton residents at the Hamilton-Wenham Community House. More information will be provided at a later date.

The screenings are offered to citizens over the age of 18. If blood pressure is found to be elevated, a time for rescreening will be scheduled at the same time. Education about hypertension and risk factors will be provided at all of the screenings.

Employers in the towns of Hamilton, Wenham, Ipswich, Essex or Rowley who would like to have the visiting nurses come to screen their employees, should call Lisa Stockman at the Bay Area Visiting Nurse Association at 356-5055 or 468-3123.

The Bay Area VNA is a voluntary, non-profit, certified, home health agency funded in part by the United Way of Central North Shore. The Bay Area VNA is a corporate affiliate of the Beverly Hospital.

BEV TIMES 1/15/88

Full support

Bev. Times 1.6.88

I am writing on behalf of Senior Partners in support of the Laurel Ridge Retirement Community, which Northeast Health Systems, Inc. is proposing to locate within Beverly.

Senior Partners is a new partnership between the Visiting Nurse Associations of the North Shore and Greater Lynn and is dedicated to developing services that will maximize the independence of older persons and enable them to remain in their homes for as long as possible. This program, supported by the Robert Wood Johnson Foundation, recognizes the importance of developing innovative programs to meet the needs of an aging population.

The Laurel Ridge retirement community is an excellent example of a privately-supported initiative that addresses the shortage of housing for older persons on the North Shore. The growing need for housing alternatives in this area can no longer be fully addressed by the limited public funds available. It is only through combined private and public efforts that we will be able to meet the challenges of providing long-term, supportive care to older residents in our community.

Each health care and social service organization on the North Shore plays a vital role in expanding available alternatives and each has an obligation to contribute whatever expertise and experience they have to offer. Health Systems, Inc., in its
long-standing
ing communi
delivering hig
ly, is well suit

Senior Par
be a valuabl
Beverly, as v
offer our full

Salem News 1/6/88

NEWSBEAT

Beverly Hospital in line for aid

By JOHN LAIDLER
News Staff

BOSTON — Beverly Hospital and 42 other hospitals across the state will receive a financial boost as a result of a bill adopted by the legislature in the waning hours of its 1987 session Tuesday night.

The bill provides $100 million in relief to "underfunded hospitals," those that were hit especially hard by the hospital cost

alternative bill.

He said Beverly and the other hospitals were "disadvantaged" by earlier cost-cutting laws.

He said under those laws, hospitals were, in effect, penalized financially for running efficient operations.

Even with the passage of the aid bill, Fanning said Beverly was still facing a deficit. Other hospitals may have had to close wi-

---

Salem News 1/8/88

Cable holds free hearing testing

IPSWICH — The Bay Area Visiting Nurse Association and Cable Emergency Center will sponsor a free hearing screening on Monday, Jan. 11 from 10 a.m. to 1 p.m. and Wednesday, Jan. 13 from 4-7:30 p.m.

Children from three years of age on up may attend the free screening, which will be held in the conference room on the lower level of the Cable Emergency Center. The center is located at the intersection of Routes 1A and 133 in Ipswich.

For an appointment, call the Beverly Hospital Community Relations Department.

THE TIMES
WEDNESDAY
JANUARY 6, 1988

BEVE

Developer says Planning B

By LISA KOSAN
Times staff

BEVERLY — An attorney representing a developer, who is suing the city for $5 million, said yesterday the Planning Board "caved in" to neighborhood pressure when it denied his client the right to build a Centerville subdivision.

"We don't believe there was any basis for the (Planning Board's) denial of the project," said Salem attorney Philip D. Moran, who represents developer Andrew J. Abdo of Danvers. "We feel the Planning Board caved in to the neighborhood pressure."

Abdo's proposed Thousand Pines II 35-lot subdivision off Boyles Street and Tall Tree Drive in Centerville was denied in early 1986 by the board because, among other things, it lacked a secondary access to the site.

"We did not deny (Abdo) the full use of his property," Mitchell Korbey, assistant planning director, said yesterday. "We denied him the extent that he proposed to develop it. He was told that a smaller or amended plan would be looked at but we never received another filing. We never said to him he could not use that property."

And now the recent filing of plans by Beverly Hospital to develop Laurel Ridge, a congregate housing project for the elderly off Hale Street, has raised questions of potential secondary access to Abdo's property, which lies to the north.

"In my conversations with people in the planning department regarding the elderly housing, they said there was potential access to the land," Moran said, "but no one has approached either me or my client."

The question of access centers around Witches Lane, a narrow dirt road off Hale Street stretching north toward Abdo's property line. The Planning Board has asked the congregate housing developer to improve that road and will address the issue at a meeting in the next few weeks.

Moran said it would be "delightful" if Witches Lane were improved, allowing his client secondary access, but added that Abdo will continue to fight the decision denying him building rights.

"There are countless subdivisions within this city without two access roads," Moran said. "The (Abdo) property has sufficient access without a secondary road."

But Korbey said that the city's decision to deny the Thousand Pines II development was not arbitrary and

Dukakis to kill aid to hospitals

Times 1.7.88

BOSTON — Governor Michael S. Dukakis said Wednesday he will refuse to sign a financing bill that would boost funds to 45 so-called underfinanced hospitals in the state, including those in Newburyport, Gloucester, Beverly, Falmouth and New Bedford.

Although the bill won overwhelming support in both chambers of the Legislature, the governor's decision cannot be overturned because the legislative year in which it was passed ended at midnight Tuesday.

Dukakis said the hospitals should not receive special treatment and that they would be provided for in a universal health care bill that he pushed unsuccessfully last year and refiled on Wednesday.

The bill would provide $1.3 million for Beverly Hospital, $1.2 million for Addison Gilbert Hospital in Gloucester, $2.1 million for Anna Jacques Hospital in Newburyport, $538,000 for Amesbury Hospital and $3.7 million for Bon Secour Hospital in Methuen.

Assume leadership

We would like to add our names to those who believe in the concept and goals of Laurel Ridge. We believe that such self contained housing for the elderly can be tastefully incorporated into the surrounding environment. We feel the structures and the people will enhance and not detract from the beauty of the area.

We have had personal experience with both the Glen Urquhart School and the Landmark School in Beverly Farms and they certainly add to the area, with little added traffic congestion by those of us who provided transportation twice daily to those schools. We are sure the same can be said for Endicott College.

Laurel Ridge will be self contained with small areas for banking, postal services, newspapers, food items and other services, such as a room set aside for a barber and a hairdresser to serve the people who live there.

This will diminish their need to travel elsewhere for these small conveniences.

We are sure that this land will eventually be developed, so why not use it in a meaningful way to enhance the remaining years of those that deserve to live out their lives with dignity in an attractive area?

Beverly has an opportunity to assume a leadership role by joining with Beverly Hospital in this creative venture. Laurel Ridge is this opportunity.

Judith Norwood
Gilbert A. Norwood
Beverly

Bev. Times 1.7.88

Proven asset

As a long time resident of Beverly, I strongly wish to express my support of the continuing care retirement community, Laurel Ridge.

I know that each Planning Board member must listen to the citizens who oppose and also to those that support such a project, and that is why I have decided to write.

There are many similar communities throughout the country, and they have proven to be assets in their neighborhoods. I anticipate an attractive development which will increase local property values and also provide a necessary service to our retired citizens. Congregate housing provides independent living with services such as meals, transportation and companionship, which all combine to allow for prolonged independent living.

I am looking forward to my future at Laurel Ridge and therefore encourage the Beverly Planning Board to emphatically approve this proposal.

Barbara Dillaby
Beverly

Holiday pleasure

Bev. Times 1/8/88

I would like to express sincere appreciation to the many individuals and organizations who have visited patients and staff at Beverly Hospital and the Cable Emergency Center during the holiday season.

Special gratitude is also extended to Lester Stache of Beverly for his annual visit as Santa on Christmas morning.

The efforts of many thoughtful people have brought particular pleasure to those who had to remain hospitalized for the holidays. The entire Beverly Hospital family extends sincere thanks and our best wishes for a healthy New Year.

Robert R. Fanning, Jr.
President
Beverly Hospital

Faith in action

The North Shore Outreach Ministry would like to thank Rev. Donald Hunt, Mr. Jack Good and the staff of Beverly Hospital for their outreach of love and caring to the needy of our area. On Dec. 18, they provided the traditional Christmas dinner, gifts, and a visit from Santa at our Friday Night Supper, with all of the warmth and spirit of the season.

We would also like to thank, at this time, all of our cooking crews, who make each Wednesday and Friday Night Supper in Beverly possible. They include: St. John the Evangelist Church, St. Margaret's, Second Congregational Church, Centerville Christian Endeavor, Immanuel Congregational Church, North Shore Baptist, Dane Street Congregational Church, Memorial Methodist Church, the Hunt Nursing Home Staff, and a special "thank-you" to Mrs. Higgins and the crew from St. Mary's Parish, who provided supper, gifts, and entertainment on Christmas Day.

Thank you all for putting your faith and love into action.

Cindy Matheson
North Shore Outreach Ministry
Beverly

HEARING PROGRAM: A "Better Hearing and Speech Program" will be held at the Council on Aging Drop-In Center on Thursday, November 12 at 1 p.m. Staffers from the Cable Emergency Service program will be on hand to explain their services.

Ips. Today 10.16.81

Bev. Times 1/8/88

GOINGS ON

WEIGHT LOSS PROGRAM: Beverly Hospital will offer a new weight loss program for people 40 pounds or more overweight. An orientation to explain the program will be held on Wednesday, Jan. 13, beginning at 7:30 p.m. in the hospital lecture hall. The orientation is free of charge, although pre-registration is necessary.

The orientation will be led by staff from the Boston Center for Nutritional Research, based at New England Deaconess Hospital. Barbara Evans, M.D., medical director of the Beverly center, will also be present.

For more information on the Center for Nutritional Research or to register for the orientation, call 922-3000, ext. 5000.

1/7/88
Salem Evening News

Relief veto hits hospital

A News Staff and wire report

BEVERLY — Veto of a hospital relief bill which had been passed by the Legislature in the waning moments of the 1987 session will have an impact on Beverly Hospital.

Gov. Michael S. Dukakis said Wednesday he plans to veto the bill that would provide funding relief to 43 "underfinanced" hospitals in Massachusetts, including Beverly Hospital and Addison Gilbert Hospital in Gloucester.

Supporters of the bill warned of a fiscal crisis in the hospitals if the governor goes through with his plan.

The bill is designed to correct inequities in the rate bases of about half the hospitals in the state caused by a 1981 cost-containment law. It would give $120 million in new income to the 43 hospitals.

The bill passed the Legislature overwhelmingly when it became clear a more comprehensive health care bill couldn't win support before the end of the 1987 session Tuesday night.

Beverly Hospital president Robert Fanning said this morning he was disappointed at the governor's decision, "but I can understand why he did it." Fanning said it was apparent that if the bill was signed into law, the "loosely-held coalition" that put together the comprehensive bill might fall apart.

Fanning said it was "absolutely critical that the House and Senate act early (this year) on a bill. A bill has to be passed within 45 days" or else there would be an "enormous financial impact" on some hospitals in the state."

"This is absolutely a top priority," he said. "We've got to have the full understanding and appreciation of our local legislators that we can't go on with no reimbursement system, or one so inadequate that (many hospitals) can't exist."

Fanning said Beverly Hospitals was in a sound enough financial position to weather the situation for the next 45 days or so, but it would begin to feel the crunch if legislation is not adopted by then.

Dukakis, meanwhile, refiled a universal health care proposal on the opening day of the 1988 legislative session Wednesday.

He told a Statehouse news conference "it would be a very serious mistake to sign a bill that goes far beyond what we have" in the comprehensive bill.

"We will make sure that if there is an emergency at a particular hospital or two ... that we can provide whatever is needed to help that hospital through the next few weeks," said Dukakis.

House Speaker George Keverian, D-Everett has promised Dukakis to make universal health care a priority for the House, the speaker Wednesday would only say that "a hospital cost-containment bill can be signed this year, and possibly health care."

THE TIMES
FRIDAY
JANUARY 8, 1988

BEVE

Neighbors cry ‘fowl’

By LISA KOSAN
Times staff

BEVERLY — Opponents of a housing project for the elderly proposed for Hale Street spoke out at the Conservation Commission meeting last night in their continuing fight to prevent the complex from being built.

But the neighbors opposed to the project, called Laurel Ridge, did not raise their fears over increased traffic, the threat of lower property values or the high density of the complex — now slated for 231 apartments — as they did at previous city board meetings.

“What we need is extraordinary vigilance’’ to protect the wildlife, plants and wooded areas from flooding, said George Lodge of 275 Hale St., who spoke for the 300 members of R.S.V.P — Residents for a Stronger Voice in Planning.

To buttress their claims the group brought in a biologist from I.E.P. in Northboro, whom they hired as an “expert’’ to present his own findings to the commission.

The biologist, Michael Marcus, claimed the developer’s plan for development “was somewhat misleading’’ in that it did not accurately portray flooding conditions, dangers to wetlands because of blasting of ledge on the site or disruption of wildlife.

“I think the project should be denied for not meet-

Laurel Ridge opponents claim impact on wildlife

By JEFFREY REMZ
News Staff

1/8/88

BEVERLY — Neighbors of the proposed Laurel Ridge congregate elderly housing complex near Endicott College stated their position loud and clear before the Conservation Commission Thursday.

They don’t want the 231-unit project to be built.

The commission did not make a final decision, extending the public hearing until February.

Beverly Hospital and Brim & Associates of Lexington, the joint developers of the project, must return with additional information to the commission.

The main concerns of residents was that the project would affect wildlife in the area.

The wildlife question was not fully addressed by the developers.

Several also questioned whether four small ponds on the proposed 31-acre site would be harmed by construction of the project or the project itself.

“This is a massive intervention in an area that had been untouched,” said George C. Lodge of 275 Hale St.

Hale urged the commission to be “extraordinarily vigilant” in making its decision.

Francis I. Amory also pointed to the wildlife, saying, “We have a community wildlife pond.” Amory questioned whether the project would endanger the blue herons, geese, swans, and ducks that inhabited the area.

Ben Eisenstadt of 345 Hale St. said that the developers’ failure to include information about wildlife was a “rather serious omission.”

Another question was what impact blasting of ledge would have on the wetlands.

Eisenstadt told the commission that many others also opposed the project. “There are 300 more, but out of mercy for the board, we asked them to stay home,” he said.

Representatives of the developers said that none of the four ponds on the site would be affected by the project.

Kim Montella, a civil engineer for Carlson Associates of Cochituate, said that no wetlands would be filled.

But a number of questions remained unanswered.

Developers must return with detailed information about proposed improvements to Witch Lane and revision of the main building.

The commission also will make a site visit.

Despite the opposition of the public, Brim & Associates vice president for development Stephen C. Fraser remained optimistic.

“We feel we have been very serious to the environmental issues and feel a real stewardship to the land,” he said in an interview after the hearing. “The abutters raised a number of questions that we are more than willing to address and work with them on.”

The project also requires the approval of the Planning Board, which may make a decision Jan. 20. An inspection of the site by that board has been scheduled for Saturday.

Neighbors of the Hale Street land previously have argued before the Planning Board that the housing would increase traffic and density while lowering property values.

Elderly housing. Beverly Hospital in a limited partnership with Harbor Development Corporation of Lynn plans to construct 70 units of elderly and low-income housing on the site of the former Cable Memorial Hospital in Ipswich. The development is financed in part by a $2.2 million HUD grant to the Town of Ipswich; the town will, in turn, loan the funds to the limited partnership.

MARKETING

SURVIVAL STRATEGIES

To maintain market share, community hospitals are reexamining their roles and repackaging their services. Here's a look at several approaches.

By Nancy Roosa

Thomas Hansen knows his seven companies will do well. Each was launched after extensive market research determined that consumers need the company's product and are willing to pay for it. Hansen expects each company to be financially viable, deliver a quality product and feed into his other businesses.

Not unusual goals for a company that makes widgets, but Hansen sells health care. As vice president of corporate marketing and planning for the 221-bed Burbank Hospital in Fitchburg, Hansen, like many of his industry counterparts, is applying the same methods used in traditional business marketing — using market research to study the competition, defining the corporate image, creating effective advertising, creating for-profit ventures, targeting profitable services, and diversifying business.

Still, calling a maternity clinic a company and describing its market position may sound a little strange. "A marketing orientation for hospitals is brand new," says consultant Priscilla Clark, of P. Clark Associates. "It's not that we're slow or dumb, it's just that health care has never been a competitive industry." She says that now that the industry is more mature, with a declining demand for bed days, the competition has begun. And marketers are learning, with varying degrees of success, how to sell a hospital.

Beverly Hospital has seen a 15 percent increase in admissions over four years.

PRODUCT-LINE MANAGEMENT

Burbank Hospital strategists responded by diversifying the hospital's business. Five years ago, executives created a parent holding company that allowed them to operate for-profit companies. Revenues from these companies keep the hospital in the black, despite a 55 to 58 percent occupancy rate (typical for the area, says Hansen). Hospital services will account for only 65 percent of next year's $68 million in revenue he says. The rest comes from the other companies which will include two primary-care centers in neighboring towns, a hospital-sponsored HMO, an immediate-care center, an occupational medicine clinic, a women's service, and a same-day surgery center.

The 233-bed Beverly Hospital has also successfully adapted by building relationships with area HMOs and creating an internal emphasis on marketing. It has seen a cumulative 15 percent increase in admissions over the past four years and an occupancy rate of 73.8 percent despite declining patient days. Much of the increase in admissions is from patients from the HMOs.

Executives at Beverly are equally proud of their "product line management" program, which crosses classic department lines to create teams of

Katie's first year

There were 145 million babies
and Salem's Kaitlyn Maloney

By DICK DAHL

Kaitlyn Maloney entered the world one year ago, pulled from her mother's womb by forceps.

Her 23-year-old mother, Elyse, remembers that final push, that conclusion to almost 12 hours of labor, without anesthesia.

"I felt her feet kick," she says. "It was a fluttery feeling."

That's how Katie Maloney entered the world. The moment occurred at 8:48 on the evening of Jan. 9, 1987 at Beverly Hospital.

One more human life came out kicking.

There was some initial concern in the delivery room that the 9-pound, 4-ounce Kaitlyn might be suffering a breathing problem, but by the next morning everything was fine. Kaitlyn was a healthy baby, joining the ranks of 1,420 others born that year at Beverly Hospital, perhaps 90,000 in Massachusetts, 3.5 million in the U.S., 145 million in the world.

There is really nothing special or unusual about Kaitlyn Elyse Maloney. She is a healthy, normal child, born to healthy, normal parents who live in Salem, Mass. At 8:48 p.m. on that evening a year ago, Katie Maloney became a statistic, one more human being on this planet of five billion human beings. One more name on the list of 60 billion who have breathed earth's air.

Think of Katie Maloney as a

DAVID SPINK

—
cr

tu
tio
of
be
se
W
ra
Ar
ly
m
sa
wi
in
st

ar
M

E
is
py
th
w
ta
lo
jo
py

or
to
be
fo
h
be
be

sh

ARTS & ENTERTAIN

Bev Times
1/1/88

Innovative idea

The proposed Laurel Ridge congregate housing community is an innovative idea, which should be supported by the citizens of Beverly. The city has long supported subsidized housing for our older citizens and the time has come to help meet the needs of those people who do not qualify for public housing.

Most of my peers have parents who are retired or will soon be making plans for retirement. Many own homes in Beverly and would like to remain in the community near the relatives, friends, doctors, etc. But as these people advance into their 70s and 80s, it becomes increasingly difficult to maintain their homes. Laurel Ridge is a wonderful alternative to an unnecessary or early nursing home placement. Residents of Laurel Ridge will receive the support services they need in a warm, comfortable setting. I suspect the traffic problems voiced by those opposed to the project will be minimal.

We, of the "Baby Boom" generation have an obligation to our parents and grandparents to support this project. In not too many more years, we will be faced with similar decisions about retirement.

Sally L. Norris
Beverly

Bev Times
1/13/88

A similar place

I am writing to you to express my thoughts about a retirement home or colony such as I have found here at Carleton Villge in Bedford.

When the time came for me to sell my home in Beverly Farms, there was no similar place on the North Shore such as I found here. Several friends of my vintage were in the same plight.

Needless to say, if there had been such a splendid set up as Carleton Village on the North Shore, I would never have moved so far away from my family and friends.

I do hope the project will be realized soon.

Julia Holcomb
Bedford

Opposed to construction

I am opposed to having Laurel Ridge built on the land at Endicott College. It would definitely disturb the ecological basis of the wetland area. Instead, what would make a far greater contribution to the elderly who can afford to live in Laurel Ridge would be to have Laurel Ridge built on USM land for the following reasons: 1) It would be closer to the real road. The people would benefit by having the shuttle bus, which makes a circuit of downtown Beverly. It would be closer to the public library. It would be closer to the Beverly Hospital. It would be closer to Route 128. It would be closer to the new marine park that Mayor (F. John) Monahan is planning. It would be closer to the police and fire station. Having this land developed for the elderly would make an excellent use for the USM property.

Beverly

Bev Times 1/12/88

Hospital plan backed

As concerned residents of Beverly, we are surprised and dismayed at the negative reactions of certain individuals to Beverly Hospital's proposal to develop a retirement community in Beverly. In contrast, we are proud that our local community hospital is in the forefront of creating a model of long-term care for older people. We must recognize that all of us

---

Laurel Ridge needed

Since entering professional nursing 32 years ago, I have been involved in the medical field in a variety of ways. Seventeen of those years have been spent in Beverly with close ties to Beverly Hospital. Over these same 32 years, medicine and medical care has seen many therapeutic and technical advances, resulting in greater longevity and healthier people. The result is an aging population that is increasing in numbers.

Unfortunately, however, we in the health care industry are now seeing governments take away many of the rights to medical care which our growing elderly population has come to enjoy and depend on — the kind of care that has allowed them to reach these more advanced years.

Beverly has one of the finest hospitals on the North Shore. It has progressive, innovative leadership with the insight to see how these changes in health care delivery will affect our older citizens. Recently Beverly Hospital proposed the magnificent 231-unit Laurel Ridge Continuing Care Retirement Community off Hale Street in Beverly. In it they have included all amenities necessary for graceful, comfortable retirement living. Beverly needs additional subsidized housing for the elderly, but it also badly needs community resident living for those not income eligible for subsidized housing. Attesting to this need is the fact that a large number of Beverly residents have already committed to the Priority Reservation Program which establishes a unit selection position at Laurel Ridge.

Beverly has a large number of retired citizens and there are more of us coming along. Those of you who oppose this complex and/or its site may one day require a retirement facility, too.

The residents who live at Laurel Ridge are not going to impact traffic on Hale Street. They won't need to run to the bank, the store or the post office every day, but when they do, many of them will go via the "community's" scheduled van transportation. And Laurel Ridge isn't going to ruin your woods. You won't even see it unless you make a point to visit their "community." As neighbors, they will be quiet in contrast to the young who populate Endicott College for year without tax revenue to the city. Laurel Ridge will pay taxes to the city, yet there will be no impact on the city's schools, and, they will maintain their own security and provide their own trash pick-up and disposal.

Beverly Hospital has an impeccable record. It is the city's largest employer; it knows what the elderly need and want.

The Senior Citizens of this region have meant a lot to the development of this area, the area where we too have all chosen to live. To deny them, and the city, this kind of resident living is shortsighted, and will certainly put a black mark on this community and all who serve and live in it. Instead, Beverly has a chance to show them respect and be a leader in providing a beautiful alternative for our senior population.

Support Beverly Hospital — vote yes for Laurel Ridge. They have served Beverly's citizenry respectfully for 99 years.

Carolyn W. Carbone
Beverly Farms

Hospital head thanks visitors

[illegible] 1/13/88

To the Editor:

I would like to express sincere appreciation to the many individuals and organizations who have visited patients and staff at Beverly Hospital and the Cable Emergency Center during the holiday season.

The efforts of many thoughtful people have brought particular pleasure to those who have remained hospitalized for the holidays. The entire Beverly Hospital family extends sincere thanks and our best wishes for a healthy New Year.

Robert Fanning Jr.
President, Beverly Hospital

Times 1.13.88

POSTPARTUM EXERCISE: A postpartum exercise class will
Beverly Hospital on Tuesday, Jan. 26.

The class will meet for eight weeks, on Tuesdays and Thursday
11 a.m. to noon in the hospital lecture hall.

Instruction will include stretching, toning and aerobic exercise.
each class will offer exercises that mothers can do with their infant

The postpartum program is recommended for six weeks after
ery. Physician consent is required, and a fee of $55 is charged.

There are still openings for a prenatal exercise class, which also
in January. This evening program is recommended for the first or s
trimester of pregnancy.

For further information or enrollment in the exercise classes, co
the Beverly Hospital Physical Therapy Department at 922-3000, ext.

Also Beverly Times 1/13/88
[illegible] Times 1/13/88

Hospitals deserve immediate relief

Editorial

Gov. Dukakis is correct in calling for an early legislative resolution of the health care crisis in Massachusetts. He would be wrong, however, if he decided to hold 39 community hospitals hostage to the politics of getting a comprehensive health care package passed.

Those hospitals had been operating at a comparatively efficient, low-cost level when revenue caps were established, based on 1983 figures. Because they had little fat to trim in the first place, they had real trouble coping with the caps. The effort to aid those hospitals took two tacks.

In one, the Massachusetts Hospital Association filed comprehensive legislation to address the problems resulting from years of patchwork laws and regulations. In the other, a separate bill was filed to deal directly with the revenue cap issue as it affected the 39 low-cost hospitals.

That bill was insurance for the hospitals. They supported the comprehensive measure filed by the Hospital Association, but if it failed to pass, then the separate bill would stand on its own merits and the hospitals would get the relief they appeared to deserve.

So, when the House refused to accept a Senate version of the comprehensive health care package because it reached the House too late in the session, the revenue cap bailout bill was quickly put through to provide relief for the hospitals.

Dukakis has until Friday to sign this bill. He should not veto it, even though a veto might turn up the political pressure for passage of the comprehensive package, which the governor has made one of his top legislative priorities. If he were to veto it, he would be holding the community hospitals hostage at a time when all of them have had to face sharp increases in costs.

Surely, if the Legislature and the governor could find a way to bail out a race track and its owner in the closing days of the last session, they can also see their way clear to provide badly needed relief to 39 hospitals.

Bev. Times 1/13/88

Critical relief for hospitals

Gov. Michael Dukakis is correct in calling for an early legislative resolution of the health care crisis in Massachusetts. He would be wrong, however, if he decided to hold 39 community hospitals hostage to the politics of getting a comprehensive health care package passed.

Those hospitals had been operating at a comparatively efficient, low-cost level when revenue caps were established, based on 1983 figures. Because they had little fat to

North Shore Weeklies - Region 1/13/88

Hospital officials predict dire measures after funding veto

By Carolee Morrison

> 'It's a hostage situation. Reimbursing the hospitals should have nothing to do with total health care insurance. They are separate issues. We really can't live without this bill.'
>
> Allan DesRosiers

North Shore Hospitals in need of funding from the state of Massachusetts may have a while to wait.

Last Friday's "pocket veto" by Governor Michael Dukakis of a $120 million financial aid package targeted for 42 needy Massachusetts hospitals — the so-called "hospital financing bill" — has prompted emergency meetings to head off crises in the health care community.

The six Essex County facilities that had been slated to receive aid under the delayed legislation were Amesbury Hospital (Amesbury), Beverly Hospital (Beverly), Addison-Gilbert Hospital (Gloucester), Lawrence General Hospital (Lawrence), Bon Secours Hospital (Methuen) and Anna Jacques Hospital (Newburyport).

Although exact dollar amounts set aside for Lawrence, Bons Secours and Addison-Gilbert were unconfirmed, Amesbury was earmarked for $538,000, Beverly Hospital for $750,000 and Anna Jacques for $2.1 million.

Hospital lobbyists have protested that health care facilities were left out in the cold in their time of need.

But Executive Office of Human Services spokesperson Matt Fishman disagrees. He emphasizes that delay in passing the funding package represents no lack of commitment on the part of the state to needy hospitals. He says, "The Governor's concern is that these 42 underfunded hospitals are not the only ones in difficulty. It's a question of whether we'll solve all the problems at once or only the problems of some hospitals sooner than others."

Fishman's reference to solving "all the problems at once" brings up another stalled 1987 health care bill, the controversial universal health care bill that derailed when House Speaker George Keverian (D-Everett) refused to allow debate before the 1987 legislative session closed. Under the stalled universal health care package, hospitals would have received aid. There was provision for a comprehensive program of hospital cost reimbursement.

That bill was refiled by the Governor on the first day of the 1988 legislative season but faces a rocky trip through the legislative process.

Massachusetts Hospital Association (MHA) spokesperson Rick Posniak says there is speculation the Governor delayed the separate hospital financing bill because its passage might have weakened the chances of passing a total health care package.

But Fishman says, "We want needy hospitals to know that if there are emergencies in terms of paying staff and vendors, they can contact this office." He says meetings can be scheduled immediately, with answers to problems determined within 48 hours. "Hospitals do not have to wait for passage of a universal health care package," he says.

Disappointed that the funding measure was not acted upon, Anna Jacques Hospital President Allan DesRosiers says, "It's a hostage situation. Reimbursing the hospitals should have nothing to do with total health care insurance. They are separate issues. We really can't live without this bill."

According to DesRosiers, Anna Jacques foresees layoffs and unmet daily costs. "We need this aid to meet basic expenses. We face the possibility of reducing staff by 21 full-time persons in areas of vitally needed patient care."

Similarly, Addison-Gilbert Hospital spokesperson Mary Jane McGlennon says, "We feel badly about the delay. It would have meant significant additions to the budget."

Apparently, Beverly Hospital was in dire straits whether or not the funding measure passed. Says President Robert Fanning, "We were facing a deficit even with passage of the bill" — emphasizing the tight budgets under which hospitals have operated for several years.

As to why hospital budgets have come up short, the word is it's not because of mismanagement or even expansion. MHA's spokesperson Posniak describes a rate-setting formula based on 1981 costs that hospitals have had to live with up to the present date.

Noting the formula's impact, DesRosiers says, "If you kept a lean ship in 1981, that meant you had to stay very lean for six more years. Hospitals that had a lot of fat in their 1981 budgets were able to keep up the excessive spending."

But Posniak says what will happen in the weeks to come is anybody's guess. "Whether we have a bill to aid the hospitals soon is impossible to say right now. The issue is strictly what I'd call a 'a wild card.' "

Tps. Chronicle 1/14/88

Blood pressure tests offered

On Feb. 16 and 19, the Cable Emergency Center will sponsor a free blood pressure screening at the center from 9 a.m. to noon and 1 to 4 p.m. both days.

To schedule an appointment, call the community relations department at 922-3000, extension 2480.

The Cable Emergency Center is located at the intersection of routes 1A and 133.

Laurel Ridge 'for the rich'

How can people say that living in Laurel Ridge is for the middle-income people. You invest money in congregate housing and pay $1,200 for maintenance fee a month, and $130,000 to $300,000 up front. This is for the rich, not the middle-income. People don't realize the expense for the middle class. Twelve hundred dollars a month is an awful lot of money for maintenance.

Beverly

Bev. Times 1/14/88

Bev. Times 1/15/88

'Attractive businesses' needed

I have to disagree with a Wednesday night caller about putting Laurel Ridge on the Shoe property. First of all, Laurel Ridge is not a low-income development. You do not need to spend down or hide your assets to buy into it. This will free up some of the public elderly housing in the city for those with the most demonstrated needs. Also, I feel that with the decreasing tax base in Beverly the person who said it could be a mixed shopping center development is right on track. I could visualize an open area to the river, a new police station and, perhaps, some housing near the pond. Also, the use of the large concrete building as an outlet mall. We need to have attractive businesses or our taxes will increase so that only yuppies can afford to live here.

Beverly

Bev. Times 1/18/88

Planner loss studied

BEVERLY — The Planning Board's lack of a quorum for its scheduled Jan. 20 meeting has the city's legal department researching provisions which could affect the outcome of several construction projects.

The Planning Board lost newest member John Frates Jr. Wednesday night when he was chosen to succeed the late Alderman-at-large Albert Romani. The Planning Board's remaining members would not constitute the required six votes for granting a special permit, which will come up with the Laurel Ridge housing project slated for Hale Street.

Vice Chairman David Sabatini said he expects the city solicitor to render his opinion sometime today.

The question concerns a provision called the doctrine of necessity, which according to Assistant City Solicitor Thomas Alexander could allow the board to deny a project even if no quorum is available. If the provision does not hold, the planners will need an extension from the developer or the project could be approved by default.

Cricket 1/15/88

Postpartum Exercise Class

A postpartum exercise class will begin at the Beverly Hospital on Tuesday, January 26.

The class will meet for eight weeks, on Tuesdays and Thursdays, from 11 a.m.-12 Noon in the hospital lecture hall.

Instruction will include stretching, toning and aerobic exercise. Part of each class will offer exercises that mothers can do with their infants.

The postpartum program is recommended for six weeks after delivery. Physician consent is required, and a fee of $55 is charged.

There are still openings for a prenatal exercise class, which also begins in January. This evening program is recommended for the first or second trimester of pregnancy.

For further information or enrollment in the exercise classes, contact the Beverly Hospital Physical Therapy Department at 922-3000, ext. 2670.

Bev. Tim., 1/11/88

LETTERS

Laurel Ridge supported

I am a corporator of Beverly Hospital and, consequently, interested in and supportive of projects in which it is involved — particularly projects which the hospital undertakes to improve and expand its services to individuals in the area which it serves, especially of our city.

However, my interests in the Laurel Ridge Retirement Center go beyond that of a corporator of the hospital.

I have been personally present on at least two occasions when public hearings on this project have been held. On each occasion, I have expressed support — not as a corporator of the hospital; rather, as an attorney practicing in the city of Beverly and privy to the concerns of many of our elderly residents whose circumstances, financial and physical, are known to me and who anxiously await approval of this project to permit its construction and occupancy.

There is no doubt that, once constructed, the facility will be fully occupied and, regrettably, with a long waiting list for what is certain to be slow turnover of units.

Statements have appeared in the press regarding density. I regret that the project cannot be expanded, rather than contracted, to accommodate more couples and individuals and at a cost moderate than that being presently forecast.

Further modifications and/or delays will only serve to increase construction costs, eventual investment requirements, and monthly expense to residents. The board is well aware of that aspect of such a matter from the ongoing saga of the community college!

My understanding is that the hospital has already met all criteria required by the Zoning By-Law relative to this type of congregate elderly housing. To further restrict the project and/or to further delay its approval is a disservice to our elderly community and, overall, to our city.

Mary K. Connors
Attorney and Resident of
Ward Three/Precinct Two

Senior opposes project

I am a 30-year resident of Hale Street, who is a direct abutter to the proposed Laurel Ridge congregate housing complex in Beverly.

To the proponents of the construction who seem to think that all opponents are self-serving and insensitive to the needs of the elderly, I would like to voice just one of my concerns.

The section of Hale Street in question has always been considered one of the loveliest areas in Beverly. If Laurel Ridge were to be constructed with its proposed U.S. Post Office, general store, barber shop and hairdressing facility, I am concerned about the impact of these commercial ventures on my and the general vicinity's property values. As a taxpayer whose major source of security is his house and its property, I feel I have grounds for concern.

I urge the Planning Board to gauge the impact of such a large project on individual homeowners and, thereby, protect the integrity of the neighborhoods of Beverly. I also ask that the general concern expressed for the elderly population be extended to one who, at seventy-eight years of age, has the right to be protected and secure in his old age.

George Maistrellis
Beverly

Times 1/15/88

Laurel Ridge for 'healthy, wealthy'

I feel that the citizens of Beverly must be made aware of who the Laurel Ridge project is really designed for. With expensive entry fees, non-ownership, and high maintenance costs that are sure to rise, it is clearly a retirement community for the healthy, wealthy elderly. A mere 10 percent allocation for low-income housing is tokenism. To be within the financial reach of the citizens, a 50 percent allocation for low-income housing in this project would be a true community service. Then Laurel Ridge could truly claim that the citizens will profit by this housing project, and not only the developing parties.

Beverly

VOLUNTEEN: Young people aged 14 and older are invited to join the new "Volunteen" program at Beverly Hospital.

A training course will be held from 3-5 p.m. on Jan. 26 and 27 at the hospital.

While helping people in need, "Volunteens" can also discover the scope of health care careers, meet new friends, build references and learn new skills.

For more information or to register for the training program, contact the Beverly Hospital Volunteer Department at 922-3000.

ARTHRITIS GROUP: The second meeting of the newly-formed Beverly Arthritis Support Group, sponsored by the Massachusetts Chapter of the Arthritis Foundation in conjunction with the Beverly Hospital, will be held on Wednesday, Jan. 27, from 7-9 p.m. at the Beverly Hospital lecture hall.

"Coping with Arthritis" will be the topic presented by Janice Schwartz, Ed.D., and will address the psychological adjustments to living with a chronic illness. The emotional and psychological challenges presented by arthritis, and their impact on the individual and the family will also be discussed.

Arthritis Support Groups provide individuals with an opportunity to share common concerns, help one another, and learn more about arthritis. Groups meet once a month and are led by trained volunteers. Programs are free of charge and open to the public.

For more information, call the Arthritis Foundation of 926-2900.

VOLUNTEERS: A new volunteer training program will begin at Beverly Hospital in February.

Family Liaison volunteers will be trained to provide assistance, reassurance and individualized attention to patients' families in Emergency and Intensive Care waiting rooms.

A minimum commitment of six months is requested. Interested applicants must be mature, calm, friendly and able to relate well to others.

This is an ideal volunteer opportunity for couples, and openings exist on all shifts.

To learn more, contact Nelda Quigley in the Beverly Hospital Volunteer Department at 922-3000, ext. 2308.

Times 1/18/88

Times 1/18/88

LETTERS

City 'needs' project

I am writing this letter of support for the Beverly Hospital/Brim-Laurel Ridge Congregate Housing Project from four perspectives: first, as a homeowner resident in Beverly; second, as Treasurer/Trustee of Beverly Hospital; third, as chairman of the Board of Trustees of Endicott College; and finally, as president of Beverly Savings Bank.

I have been deeply involved in this community since coming to work here in January, 1975 and have always been impressed by the commitment of the city proper, as well as various organizations within the city, to its senior citizens. This commitment not only includes subsidized housing for the elderly, but myriad programs run for senior citizens by various organizations including the Council on Aging. We do, however, lack facilities for senior citizens who have been fortunate enough to build a moderate retirement position from a financial standpoint through various means including equity appreciation in their homes. Congregate housing fills this need. It gives active senior citizens another option to maintain their independence in a safe and secure local environment with guaranteed access to proper and necessary health care. The Laurel-Ridge project partially fulfills this need.

I can readily understand neighborhood concerns regarding traffic congestion in the area of Hale Street where this project, as proposed, is to be built. However, traffic surveys done by professionals for the Hospital/Brim consortium would seem to refute the argument raised by neighbors that traffic will increase significantly. I understand that these findings have essentially been corroborated through an independent analysis done by a consultant for the Planning Board. It should also be kept in mind that the residents of this proposed project will not be hot rodders and because of their age, in all probability, will not do an excessive amount of driving, especially at night. Neighbors have also expressed concern that the small general store and banking operation which are proposed for inclusion in the project will be utilized by non-residents thereby creating another traffic problem. This, too, is a non-issue because any facilities included within the project will be for resident use only and steps will be taken to insure that this is the case.

Finally, I understand that in certain quarters there is ongoing consideration of trying to tie in a second means of access to the Abdo subdivision through a portion of land on which this project will be built. In my estimation, to precondition approval of this project on the provision of a solution to someone else's problem is not the way to run the city, and I for one strongly object. This project should stand on its own merits and whereas it already conforms to all zoning requirements should not be subject to any more requirements.

In summation, I believe that the city needs such a project, that Laurel-Ridge will be a good neighbor, and that Planning Board approval is warranted. I therefore urge your support.

Peter A. Hersee
Beverly

Wildlife considered

I have read many letters to the editor in favor of the Stone Ridge (Laurel Ridge) retirement community. Many names are familiar to me, as associates of the Beverly Hospital. I applaud their loyalty.

We who are opposed to the project also have been, and still are, associated with the hospital.

I ask them to put themselves in the our position. We are the highest taxed in the residential section of the city. We are abutted by sizeable educational institutions, and are still growing. They are very good neighbors, sensitive to our environmental problems, and safety.

The construction of this project at this site will incur desecration of the last vestige of public open space that is inhabited by wildlife. I have even seen an eagle. (I have seen) wetlands and beautiful trails, skied on, walked on, and strolled in by the citizens of this city. Think again!

Sally Tuckerman
Beverly

PAGE A4 Bev. Times 1/18/88

Consider Laurel Ridge

The Beverly Planning Board on W
day will again consider a special per
the Laurel Ridge congregate housin
proposed off Hale Street.
This project, as long as it is built co
and in compliance with zoning and e
mental laws, could be an asset to the
community.

Congregate housing is a relatively
concept of residences for the elderly
have endorsed in the past.
Congregate housing enables senior
zens to live with a certain degree of in
dence in their own apartments while
them access to companionship, meal
transportation and socializing.

The project proposed for 39 acres o
Street comes from the parent compa
Beverly Hospital and would include 2
apartments plus some amenities such
meals and health care benefits.
Laurel Ridge does not pretend to be
ing for low-income elderly. Monthly fe
$900 to $1,200 after an initial investme
$140,000 to $300,000 that, while not givi
resident any ownership, guarantees th
older men and women a home for as lo
they want to live there.

This is an attractive alternative for s
couples who find their home is too big t

Bev Times 1/11/88

Hospital lobbying questioned

There are 42 underfinanced hospitals in Massachusetts. The 42 hospitals have jointly spent $500,000 on lobbying fees. Beverly Hospital is one of these 42 underfinanced hospitals, and paid a portion of the $500,000 to lobbyists to influence the governor to provide short term aid. Beverly Hospital, according to the records, would receive $1.2 million if the governor's bill had gone through. Instead, they are pressuring the governor to provide short-term aid. I feel it is undesirable for a hospital to lobby so expensively that they would be part of a $500,000 expenditure. It would seem to me that if things are as bad the hosptial's claim, efficiency would be a far better way of spending money to determine why they have this shortfall. In addition, Massachusetts is the only state being beleaguered by hospitals to pay for a short form on Medicare/Medicaid patients. Again, I go back to efficiency. Beverly Hospital has a parent company which is profitable. Admissions have been up for the last four years over 15 percent. Why would they be having a shortfall if they can afford to have participated in the $500,000 lobbying effort.

Beverly

THE TIMES
WEDNESDAY
JANUARY 20, 1988

LETTERS

Laurel Ridge 'exciting'

Without doubt, the proposed Laurel Ridge project to provide Beverly and other communities on the North Shore with an attractive congregate housing development for citizens over age 62 is the most exciting and promising project Beverly has been offered in a long time. It is indeed a shame that a large number of neighbors have opposed the project with small justification, mostly boiled down to the usual "not in my backyard" syndrome. They are looking through very short-sighted glasses. Everybody admits there is a need for more elderly retirement centers with accompanying at-home care facilities. Everybody knows that Beverly Hospital has been a forerunner in developing geriatric programs. What many people do not know is that Beverly Hospital, as other well managed hospitals are doing, is responding to the pressures of reduced Medicare reimbursement by organizing this for-profit venture with Hillhaven Corp. out of the need to generate outside revenue, as well as out of concern for more elderly facilities on the North Shore. While Beverly Hospital itself does not pay taxes to Beverly, the new Laurel Ridge retirement homes would pay a-lot. When the Planning Board meets on January 20th, I hope they will approve this well-conceived Laurel Ridge project.

Polly J. Townsend
Manchester

LETTERS

Bev Times 1/15/88

Commission lauded

As a resident of Hale St., I applaud the Conservation Commission of Beverly for their efforts to ensure a thorough and well documented investigation of the proposed Laurel Ridge housing project.

The short-term and long-term effects upon the environment could be monumental and irreversible from a project of this size.

The 40-acre site on Hale Street is made up of large areas of ledge, some rising 50 feet above the level of Hale Street. There are also many wetlands and streams on this property. There is such a delicate balance of nature here that by the blasting of tremendous amounts of ledge the existing wetlands, streams and wildlife could be severely altered or damaged.

There would certainly be changes created in the direction and volume of the waterflow from this land after the blasting, construction of large buildings and the paving of large parking areas.

Some boundaries would experience increases in water flow to dangerous levels — one being Thissel's Brook and adjacent culvert running out to Beverly Cove. Other property bordering this site could exper-

---

Planners able to vote tomorrow

By LISA KOSAN
Times staff

BEVERLY — The Planning Board should have enough members for a quorum Wednesday night when it comes time to vote on the $35 million Laurel Ridge congregate housing project for the elderly.

Planner Gregory Hammond, whose term was set to expire at the end of 1987, told Vice Chairman David Sabatini he would attend the Wednesday meeting to vote on the Laurel Ridge housing project. Hammond, who has attended the Laurel Ridge public hearing and

---

Project opposed

In response to recent letters concerning Laurel Ridge, I would like to point out that the neighbors (now known as R.S.V.P.) Residents for a Stronger Vote in Planning have never opposed Congregate Elderly Housing.

Beverly is basically a middle-income community nd Laurel Ridge does not address the needs of its lderly.

It is planned for those with a very substantial come and a good deal of equity, of which they are illing to lose 10 percent.

This beautiful land is basically wetlands, a tremen-ous amount of ledge and lovely evergreens.

We cannot believe that several houses on Hale treet and all the wetlands in front of the Prince treet beach can survive such massive disruption, as e $6 million site preparation would entail.

In my rather extensive experience with the elderly, know that they love nothing better than to go out in eir own cars. They fight for their independence and ould greatly increase traffic.

In the 37 years that I have lived on Prince Street, it has changed from a country lane leading to the ocean to an overly congested street with some houses that don't even comply with the zoning.

Are we now going to take and develop 40 acres of beautiful woodlands when it may have disastrous effects on the whole area and reduce real estate values greatly?

Sally Greenough
Beverly

LETTERS

Suburbs fight nursing crisis with hard sell

By Susan Bickelhaupt
Globe Staff

1/19/88

BEVERLY – Lisa Canale, a senior at Manchester High School, gives administrators at Beverly Hospital something to smile about. She works part time as a nurse's aide and has applied to several nursing schools for the fall.

If she stays on the nursing track and agrees to return to Beverly and make a year's commitment, the hospital will give her $3,000.

Canale, 18, said she has known ever since she was little that she wanted to be a nurse and she does not seem likely to waver. But the numbers of workers in a profession that was so popular for women 10 years ago have fallen off drastically, forcing hospitals to put on the hard sell to reverse that trend.

The shortage of registered nurses, particularly felt in the suburbs, has hospitals scrambling both to retain their current employees and attract new ones. Among the incentives are cash bonuses for bringing in new workers and for committing to work understaffed shifts for a time, on-site day-

NURSES, Page 22

Globe staff p

Lisa Canale, a senior at Manchester High School and a part-tim
shares a laugh with Jerry Milman at Beverly Hospital.

there's not the glamour of being, say, at Mass. General. It's hard for us to recruit graduates of Boston teaching programs unless they own a sailboat and want to live between Provincetown and Boston."

Peggy O'Neil commutes 35 miles from Rowley to Cambridge

students who have gone through a nurse's aide training program that the hospital implemented last April.

Canale has been trained in basic patient care – checking blood pressure, taking temperature, helping a nurse change a dressing.

pitals use agency nurses, who are often paid more money than staff members, to fill in shifts. "That can create problems, because there is potential for resentment."

With that in mind, the hospital has created a pool of nurses who are willing to fill in shorthanded shifts and who will be compensated at the agency rate.

For elderly, dignity and a home

Times 1/2/88

JEREMIAH MURPHY

A few years ago, a New York Times reporter came across an obscure federal statistic that indicated there has been a dramatic increase in elderly suicides across the nation in recent years.

The reporter brought this situation to the attention of his boss and was assigned to investigate further. So he crossed and recrossed the country and interviewed physicians and psychiatrists, social workers and family members and scores of older men and women. His conclusions appeared on the New York Times' front page and could not have surpirsed anyone who grew up in the 1920s and '30s, when grandparents in those days usually moved in with their grown-up children when they had become elderly and unable to fend for themselves.

Times have changed dramatically in the last 50 years. One observer said there has been more social changes since 1950 in the United States than in the previous 100 years.

Some of the changes were positive ones: civil rights for all, equality for women, religious ecumenical movement and the general reduced chronic unemployment across the country. But other changes have had a terrible effect upon our country: the drug scene, the sexual revolution, the AIDS epidemic, the national disillusionment that the Watergate disclosures prompted, the gradual disintegration of the family unit through divorce and separation, which is linked to the current plight of many of our senior citizens.

Fifty years ago when a man or woman became elderly and unable to fully care for themselves, it was commonplace for them to move in with their grown-up kids.

The grandparents then remained an important part of the family until they died. That loving practice continues today in some families.

But today that practice has generally changed for most families. The elderly often are sent to rest homes out of necessity, if they're fortunate enough to find one with a vacancy.

They are sent there partially because nobody is home in many of their children's houses during the critical-daytime hours. There are latch key kids and that's tough enough. But there is no room in the inn for most grandparents.

Some other senior citizens live in tiny two-room apartments in big cities, if they are fortunate enough to find one they can afford. Otherwise, the next stop is an elderly public housing project, where the waiting list discourages optimism that a vacancy will exist in their lifetime.

Big or medium city public housing projects often prompt fear about going out after dark. An elderly woman's pocketbook is always a prime target. The woman often is in her 70s or 80s. This is some world we live in.

But if the elderly escape the nursing home then they are often faced with loneliness and despair, which is heightened if their spouse has died. It is this group that I primarily write about today.

According to the New York Times story, more than any other factor, it is loneliness that prompts despair and sometimes solitary drinking that makes suicide a possibility among our elderly.

But there is also a feeling of loneliness in some nursing homes that slows you down when you enter the door. Suicide is not an option there, because of the nurses and attendants, but the despair too often is present. It is unavoidable under most circumstances.

The overall current senior citizen situation isn't going to change. Many families cannot take in their parents, because they simply can't afford it. Usually the reasons are financial. They need that second income.

make en

So th
congreg
Cove.

This i
be penal
save for
cant is t
citizens
Times'
ments w
meals, t

There
decision
red light.

The p
Beverly'
the open
a rapid r

But so
to allow
much c
possible.

When

Jeremia
Wednes

Project fills a need

Many national and local studies have been made on the problems brought about by the rapidly growing elderly population and the need for more long-term health and housekeeping care. The conclusions of such studies are that to meet the needs and the financial resources of our elderly population, the following four principal types of long-term care services are required:

1. Home care for those who wish to continue living in their present residences.
2. Apartments for those with middle and low incomes.
3. Congregate housing for those who need or wish to have more support services.
4. Nursing homes for those who require 24 hour care.

Medicare provides very little support for the elderly who wish to continue living in their present residences and who need some health and housekeeping services. If Medicare did provide for more of such services it would eliminate the unnecessary placement of many persons in nursing homes. We should request our federal legislators to give consideration to having Medicare provide more home services.

Beverly Hospital is endeavoring to provide for the other three types of required elderly long-term care. It already provides for a nursing home and has a planned project to provide apartments at the former Ipswich Cable Hospital to provide for the needs of elderly persons with medium and low incomes. Now, Beverly Hospital wishes to provide the other type of required long-term care, namely congregate housing.

Congregate housing will become more common in the future. Studies show they provide an improved quality of life that is not available in a nursing home. Also, there is a need for such long-term care service in the Beverly area.

Therefore, I am writing in support of the Laurel Ridge congregate housing facility being proposed by the Beverly Hospital and, I hope that the Planning Board will approve this application.

Maurice J. Feldmann
Beverly

Ipswich 1/21/88

Hospital seeks volunteers

"Volunteen", a new training program at Beverly Hospital for young people aged 14 and older, will be held from 3 to 5 p.m. on Jan. 26 and 27.

BEVI

Laurel Ridge density cut

By JEFFREY REMZ
News Staff

BEVERLY — The Laurel Ridge housing for the elderly near Endicott College didn't win approval Wednesday by the Planning Board, but the plan may have moved one step closer to a final OK.

The plan now may be more acceptable to residents in the area because of an agreement to cut the number of units from 231 to 200.

A decision was put off by the Planning Board until Feb. 2.

Several board members said they could not vote on the plans submitted by Beverly Hospital, Brim & Associates, and MedQuest because several key changes were submitted just prior to the meeting.

"I don't think we in good conscience could (vote until) we have had the opportunity to assess the new information," said Planning Board member Charles F. Grimes.

Developers of the Hale Street congregate housing plan also agreed to two other key changes.

One resulted in an agreement to return the purchase price to all occupants who either leave the housing or die within one year of purchase.

After two years, they would receive 95 percent of their money back. After three years, the figure would be 90 percent.

The developers previously only agreed to 90 percent in each of the first three years.

Planning Board member Carmen A. Frattaroli said he was concerned about the resale value. He acknowledged that the developers faced risks, but he also wanted protection for owners.

"This is something to protect them against the downside risk," he said. "I'd prefer to see a little

> *'We have to live in th*
> *tried to demonstrate a s*
> *we have heard from eve*
> *was an issue.'*
>
> B

Elder housing plans reduced

By LISA KOSAN
Times staff 1/21/88

BEVERLY — After agreeing to scale down plans for the $35 million Laurel Ridge congregate elder housing project on Hale Street, developers were asked to return to the Planning Board next month for what could be the final meeting on the issue.

City Hall was packed with a standing-room-only crowd last night as supporters of the housing project, wearing bright yellow buttons to identify themselves, sat across the chamber from opponents as they waited for the Planning Board's ruling.

And while most of the supporters went away relieved that the project made it past another hurdle, a group of about 40 opponents were frustrated by the short meeting, the fact that they were not allowed to speak and that the change in plans did not force the board to call a new public hearing.

"The modifications submitted tonight are cause for another public hearing," said Jeffrey B. Axelrod, alawyer with the Boston firm McGregor, Shea & Doliner, which represents 300 residents of the Hale Street area who oppose the 39-acre development.

Planning Director Peter Phillips said after the meeting that the scaling down of the project from 231 to 200 apartments is a "change that is something less than that which was proposed. I don't see it as something major, but as something less ominous."

Elder, page A12

greement to postpone the matter until a Feb. 2 meeting, Planning Board Chair-

reduced

d one representative from each
o give a 10-minute presentation
eeting to summarize their

other public hearing," he said,
n to everybody." Manzi said he
em up" last night, referring to
empts to read a prepared state-
last night was not a public

that any more information in
sition to the project must be
Jan. 28 to allow board mem-
igest new findings.

ber Charles Grimes called for
further discussion last night
f information were submitted
and could not be read in time.
to approve the special permit
x, which means that all Plan-
ho have not disqualified them-
port the plans.
sed of Manzi, Vice Chairman
d Dinkin, Carmen Frattaroli,
nond and Marguerite Cough-
ed herself in conflict of inter-

onahan's three new appoint-
Board are confirmed by the
y would still not be eligible to
vote on the Laurel Ridge project because they have not attended the public hearing on the plans.

Gloucester Times 1.21.87

Volunteer training program offered

A new volunteer training program will begin at Beverly Hospital in February for Family Liaison volunteers, and interested people are invited to contact the Volunteer Department at the hospital now to learn more about the program.

Family Liaison volunteers will be trained to provide assistance, reassurance and individualized attention to patients' families in the emergency and intensive care waiting rooms.

A minimum commitment of six months is requested.

Cricket 1/22/88

Volunteer Training At Beverly Hospital

A new volunteer training program will begin at Beverly Hospital in February.

Family Liaison volunteers will be trained to provide assistance, reassurance and individualized attention to patients' families in Emergency and Intensive Care waiting rooms.

A minimum commitment of six months is requested. Interested applicants must be mature, calm, friendly and able to relate well to others.

This is an ideal volunteer opportunity for couples, and openings exist on all shifts.

To learn more, contact Nelda Quigley in the Beverly Hospital Volunteer Department at 922-3000, ext. 2308.

Salem News 1/23/88

Efficiency stressed

Beverly Hospital is considered one of the under-financed hospitals. Lobbyists have spent $500,000 to have Gov. Dukakis help finance these underdeveloped hospitals. Beverly hospital would hope to get $1.2 million. I hardly consider Beverly Hospital underfinanced. Instead of putting the pressure on Dukakis, Beverly Hospital should spend less on lobbying and become a more efficient hospital.

Beverly

Cricket 1/22/88

Volunteen Program At Beverly

Young people aged 14 and older are invited to join the new "Volunteen" program at Beverly Hospital.

A training course will be held from 3-5 p.m. on January 26 and 27 at the hospital.

While helping people in need, "Volunteens" can also discover the scope of health care careers, meet new friends, build references and learn new skills.

For more information or to register for the training program, contact the Beverly Hospital Volunteer Department at 922-3000.

Cricket 1/22/88

Coping with Arthritis

The second meeting of the newly-formed Beverly Arthritis Support Group, sponsored by the Massachusetts Chapter of the Arthritis Foundation in conjunction with the Beverly Hospital, will be held on Wednesday, January 27, from 7:00-9:00 p.m. at the Beverly Hospital Lecture Hall.

"Coping with 'Arthritis'" will be the topic presented by Janice Schwartz, Ed.D., and will address the psychological adjustments to living with a chronic illness. The emotional and psychological challenges presented by arthritis, and their impact on the individual and the family will also be discussed.

Arthritis Support Groups provide individuals with an opportunity' to share common concerns, help one another, and learn more about arthritis. Groups meet once a month and are led by trained volunteers. Programs are free of charge and open to the public.

For more information, call the Arthritis Foundation at 926-2900.

Laurel Ridge could pave way for other project

By **LISA KOSAN**
Times staff

1/22/88

BEVERLY — Approval of the proposed Laurel Ridge congregate elderly housing complex on Hale Street could also lead to approval of a neighboring subdivision to the north of the wooded property.

Laurel Ridge developers agreed Wednesday night to modifications in their plans which include the granting of a city easement along the eastern border of their property adjacent to Witches Lane. The developers are Beverly Hospital, Brim & Assocs. and MedQuest Corp.

If Laurel Ridge is approved at a Feb. 2 meeting, the easement would be available for developer Andrew J. Abdo to improve for the secondary access he needs to construct his 35-lot subdivision called Thousand Pines II.

Abdo would have to get Board of Aldermen approval for any work in that easement. Planning Director Peter Phillips said the Planning Board would probably recommend Abdo be granted improvement rights because the Planning Board's objective is to help developers find secondary access to their property.

> ***If Laurel Ridge is approved at a Feb. 2 meeting, the easement would be available for developer Andrew J. Abdo to improve for the secondary access he needs to construct his 35-lot subdivision called Thousand Pines II.***

If Abdo paves Witches Lane he would satisfy Planning Board requirements for a second access road in addition to a Boyles Street entrance.

Abdo filed a $5 million lawsuit against City Hall officials and members of the Planning Board late last year claiming the denial of his project was "arbritrary."

Abdo's lawyer Philip D. Moran of Salem said yesterday he was "delighted" with the possibility of having Witches Lane available to his client but added that the lawsuit is still pending.

Thousand Pines II, which would extend behind Abdo's existing complex off Tall Tree Drive, was submitted in 1984 and rejected two years later. The rejection was based on four points but focused on the "difficult and dangerous access" to the subdivision.

Neighbors opposed to the congregate elderly housing complex, which if approved would be scaled down from 231 to 200 apartments, said they were worried that a yes vote on Laurel Ridge is an automatic yes vote for Thousand Pines II.

One representative in favor of Laurel Ridge and one opposed will be allowed to present a 10-minute summary at the Feb. 2 meeting. Opponents said they would raise the issues of traffic, density, potentially lowered property values, danger to wildlife and plants and the issue of Thousand Pines II. Supporters have cited the growing need for housing for [illegible] elderly and the suitability of the Hale Street [illegible]

I just hold my price," he says.

Like cars, people need proper care and maintenance.

Elane Lee, a registered nurse at the Cable Emergency Center, says that bitter cold constricts the bronchial tubes and can cause all kinds of complications.

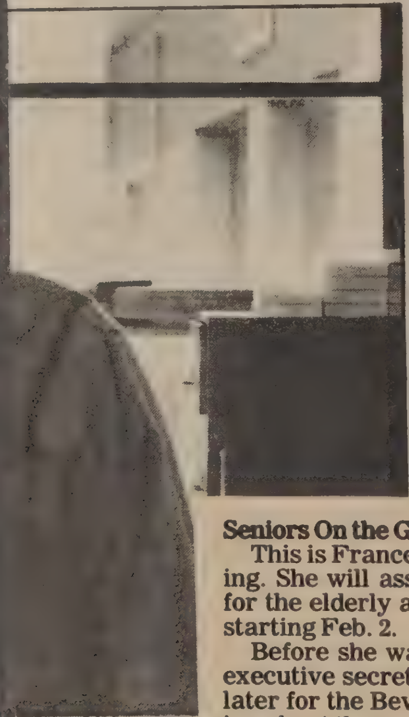
"We've seen a lot of asthma in the last couple of weeks," she says. "Bronchitis has been real big. There's a lot of walking pneumonia."

Walking pneumonia can be deceptive since one of its symptoms is pain in the back, she says.

Another surprise could be youngsters developing asthma who have not had it before, she says, and parents should be attuned to this possibility.

"Surprisingly" few frostbite cases have come in, she says, and "not many falls."

People should drink plenty of fluids to offset the drying effects of heating systems, she says.



ays his supplies h

Seniors On the Go . . .

This is Frances Tache's second year of volunteering. She will assist in preparing income tax forms for the elderly at the Senior Center on Dane Street starting Feb. 2.

Before she was married, Frances worked as an executive secretary at Sylvania and two daughters later for the Beverly Municipal Credit Union, retiring about three years ago.

Recently she took the Beverly Hospital course S.H.I.N.E. and is one of three volunteers qualified to work at the Medicare desk. Also completing the course were Alice Munro of Danvers and Steve Vernon of Hamilton.

"It is nice to feel you are helpful," says Fran, "to reach out a little if you have any skills,"

Award Pins . . .

Last Wednesday, award pins were presented at Beverly Hospital to the following volunteers: Lil Cohn, coffee shop, 5500 hours; Lucy Mercaldi, nursing division, 3500 hours; Clark Goodchild, admin./Tips, 2500 hours; Joyce Creesy, maternity, 1500 hours; Virginia Blanchard, coffee shop, 500 hours; Louise Carr, personnel, 100 hours; Connie Cobb, radiology/Mail room, 100 hours; Morton Slavin, human resources, 100 hours.

Jack Good, vice president in charge of community relations, presented the pins which was followed by luncheon.

State And Federal Services Explained . . .

Understanding the Home Care System was the subject of the Sen-Net (Senior Network) meeting held at Beverly Hospital. Representatives from the various agencies concerned with the welfare of elders came away with a better understanding of the varied functions of the federal and state programs for the elderly.

Mary Nagle, Area Agency on Aging coordinator from the North Shore Elder Services, Inc., told of the Federal program which was mandated by the Older American Act in 1965. This is called the Title Three program and mandated over 600 Area Agencies on Aging in the United States with 22 in Massachusetts. Area Agencies secure and maintain dignity and security in the home environment, continuing care and provide technical assistance and access for funding through the Councils on Aging. They fill the gap for the Home Care Agencies. Their program is federally funded.

Guntis Licis, director of Senior Home Care Services, Inc., explained that in Massachusetts the executive office of Elder Affairs stated that there should be home care corporations in the state. Home Care was started in 1972 under Gov. Frank Sargent. In this state this was made a cabinet position and this was the first such position for older people in the whole country.

Eric King, Case Manager, gave specific examples of problems that come up, each needing a particular solution and how they are handled by his office.

January Thoughts . . .

January is slowly going by. It is the time of year when a hot cup of tea is a ritual, a necessity, a balm. It has age-old comfort in its amber depth and in the fragrance arising in the steam. On a cold, dark day we drink its silent bitterness believing in its power to relax and warm and sooth.

January thoughts are long thoughts. Taken individually even January days are not so bad. Very seldom do you have a crisis today. Looking back, looking forward crises loom large as blockades and as forbidding.

But a day, a January day, there it is. It has a little music from the radio, a cake baking, a grandchild to hug, a watchful cat, laundry warm from the drier to fold. It has a telephone call, a stew simmering . . . and then dusk. No fortunes made but none lost. Just a bit more knowledge gained, love kept and

Times 1/20/88

Times 1/25/88

LETTERS

Laurel Ridge a 'disaster'

Laurel Ridge will be a disaster for those of us who live along Hale Street in the Chapman's Corner area. We are facing the prospect of an additional 1,500 cars per day from this project. This figure represents roughly 10 percent of the entire population of Ward 4 coming out of one driveway and it also represents a 20 percent increase of traffic on Hale Street. In addition, we are braced for an additional 1,500 cars from a second, equally large development that may take place behind Laurel Ridge.

A total of 3,000 cars per day, together with an increasing number of vehicles due to development in Beverly Farms and adjoining towns, will result in gridlock in front of our homes, as cars struggle to negotiate the 90-degree turn at Chapman's Corner. During the summer months, traffic is heaviest on Route 127: many tour buses travel this road as well as do tourists in cars, campers and trailers from throughout the U.S. The road is also used by area people going to beaches in Beverly Farms, Manchester, and points north. It is used by bicyclists of all ages as well as by motorcyclists. Last summer we, below Chapman's Corner, experienced gridlock from time to time.

If an additional 3,000 cars daily are added in the immediate future, and if this number is increased in the long-range future (as it likely will be)

right on the street shal

fumes and by noise e

stream of metal.

We shall also witnes

unusual today to see im

moving vehicles on Ro

traveling a high speed failed to negotiate Chapman's Corner, skidded off the road and slammed into a house, missing the gas main by six inches. The elderly, handicapped lady who lives in that house would not have survived had the gas main been hit. All of us neighbors in the Chapman's Corner area could easily have the same experience as that poor lady. With increased traffic, such incidents could become commonplace.

Our R-45 neighborhood will no longer be residential. The project's buildings on the west side (toward Chapman's Corner) will be visible to 12 homes (mine included). At night, we shall see all of the lights from this complex. There is no way all of the lights can be hidden. In short, the quality of life in our area will deteriorate and our property values will decrease measurably; I understand: from a minimum of 10 percent to a maximum of 20 percent to 30 percent. And what is Beverly getting for the loss of livability in a number of its neighborhoods? About $500,000 in taxes or 1 percent of the city's total operating costs each year.

An even more devastating prospect for me is the real possibility that I shall be flooded out of my home by Thissel's Brook, which flows through the wildlife pond I have created and then continues into the culvert below Route 127 on its way to the salt marsh and ocean beyond. I do not need to wait for a 100-year flood. Last April, when 11 inches of rain fell, I watched in 18 inches of the top of the

above the culvert, my home

d.

e is full of ledge and swamp, as

elopment behind it. Indeed, the

ershed that keeps the brook

r and accounts for its purity.

Because this watershed and adjoining rocky places will be vastly changed by Laurel Ridge due to blasting and digging and filling, and because an equal amount of site preparation will probably have to be made for the second project, I fear that the water in the brook will rise rapidly and the volume will be much greater. It is entirely possible that at all times of the year I shall be facing a brook overflowing its banks, inundating my property, and deposting silt in the pond (and thus eventually destroying it). In times of prolonged heavy rain, the brook could cover the top of the culvert, destroying my home.

At this point, I must raise a question: If the U.S. government and the Army Corps of Engineers have constructed dams along the Connecticut River to keep those downstream from being flooded out of their homes, how can a city allow develpoment that will cause a resident to be flooded out of her home? Am I not entitled like everyone else to live in a home without fear each time we have heavy rain? Can I not enjoy my property without seeing the flowers and lawn I have planted be destroyed by inundation?

The developers of Laurel Ridge speak glowingly of the peaceful surroundings their clients will enjoy. But how about me on the street? What views will I enjoy? Will I be able to breathe relatively clean air and enjoy a quiet environment? In a few years, I shall be eligible to retire, but I cannot qualify for Laurel Ridge because of my income level. I shall not be able to sell my house for its full value because of its location on a Route 114-like highway or because it is subject to inundation. I shall not be able to afford the project's high monthly operating fees. This is not a project for persons like me. A special permit for this speculative, upscale project, therefore should not be granted.

Miss Renee M. Mary
Beverly

1/26/88

CITYSCENE

GREAT TIMING: Stephen J. Hegarty, the president of the Massachusetts Hospital Association, visited Beverly Hospital last night to address the annual meeting of the Board of Trustees. Hegarty walked up to the podium after hospital President Robert R. Fanning Jr. introduced him, drew a deep breath to begin his speech, but then was immediately interrupted by a public address announcement:

"Visiting hours are now over."

When the ringing laughter died down, Hegarty finally began his talk.

* * *

BEVERLY

THE TIMES
TUESDAY
JANUARY 26, 1988

Beverly Hospital looks to future

By **STEVE CROWE**
Times staff

BEVERLY — With a look back at a difficult year for the entire health industry, Beverly Hospital officials strained for signs of hope and change last night as the institution entered its 100th year.

Hospital President Robert R. Fanning Jr. reported the hospital had net revenues of $42 million and total admissions for the year of 9,223, down about 3 percent from the year before. But, largely due to an increase in the outpatient revenues, the hospital wound up with a $213,000 surplus rather than the $350,000 deficit that had been budgeted a year ago.

Fanning, however, painted a somewhat bleak picture of the future. The hospital is budgeting an even greater deficit this year, about $700,000, said Gerald W. Fuller, vice president for finance. And the hospital president blamed that projection on several factors:

- The lack of a reimbursement system for Massachusetts hospitals, which has placed many of the state's 106 acute care hospitals in "imminent financial crisis."
- A shortage of registered nurses, pharmacists, physical therapists, radiology technologists and other specialty professionals.
- The growing competition from a number of managed health care systems. But while hospitals are operating at 55 percent to 60 percent occupancy, Beverly Hospital, he said, has defied the trend, operating in excess of 72 percent.

Fanning said the hospital would have to look for new ways to cooperate with area hospitals and other health providers. He cited as an example the new $2.2 million magnetic resonance imaging center, a joint venture with three other hospitals, which is scheduled to open in Peabody this week.

He pointed to plans for the former Cable Hospital in Ipswich, a new, free-standing emergency center that opened in July, and plans to builid a 70-unit congregate living project.

This year the hospital also plans to build a new dialysis center in Saugus, renovate portions of the existing building and construct a $35 million Laurel Ridge elder housing project near Endicott College. The Planning Board is scheduled to act on that controversial proposal next week.

Stephen J. Hegarty, president of the Massachusetts Hospital Association, addressed the banquet following the meeting. Hegarty said hospitals were forced to spend a lot of time and energy last year fighting legislative battles for health care reform, including a new reimbursement system for hospital care and a bill that would provide health insurance for more than 600,000 uninsured state residents. He said he was hopeful both could be resolved by March.

But greater pressure on hospitals is coming from within, especially the shortage of professional staff. As an example, he said, hospitals in Hartford, Conn., recently raised salaries for some professionals by 40 percent in six months — a net increase of $18,000 per year for some workers. Hospitals in Springfield, only 20 minutes away, are losing their workers to the Hartford hospitals, he said.

Hospitals must set the following priorities for the new year, he said:

- Find better ways to handle the cost of treating AIDS patients, expected to run about $270 million in four years.
- Recruit and keep nurses for hospitals, emergency rooms and nursing homes. During the meeting, three new trustees were elected: Barbara Russell of Topsfield and Jane Toot of Beverly, both to three-year terms; and David W. Frost of Ipswich, to a one-year term. In addition, Neil R. Ayer of Hamilton and A. Leanard Senecal, M.D., of Melvin Village, N.H., were elected honorary trustees.

LETTERS

Project an alternative

I am writing to express my support for the Laurel Ridge project sponsored by Northeast Health Systems and currently under consideration by the ci of Beverly Planning Board.

Laurel Ridge will

1/25/88

Tension grows in elder housing issue

By LISA KOSAN
Times staff

BEVERLY – Today is the last day for people opposing or supporting the $35 million Laurel Ridge congregate housing project to submit any letters or information to the Planning Department before next week's meeting.

And according to planners, the volume of letters has grown considerably since the Planning Board meeting last week when close to 150 people turned out for what they thought would be the final decision on the Hale Street project.

The Planning Board last week postponed any further action until a Feb. 2 meeting to allow them time to digest new materials that were delivered the night of the meeting.

The project was introduced last year with 231-apartments and has since been scaled down to 200. One- and two-bedroom apartments range from $140,000 to $300,000. Tenants purchase a bond, but never hold title to the property, and would be responsible for monthly maintenance fees ranging from $900 to $1,200.

Project developers are Beverly Hospital, Brim & Assocs. and MedQuest Corp.

Mayor F. John Monahan said he would not comment whether he supported the project. "The only concern I've expressed," he said, "and I won't get into numbers, is that on a policy basis I'm somewhat concerned about the density."

Yesterday Monahan called for more time to allow information from the city boards, residents and developers to be heard.

"I will encourage all parties involved to allow more time and not to act hastily on this project," Monahan said. "The views of neighbors and developers have a moral right to be heard, regardless of the technicalities and procedures of the Planning Board. We shouldn't be interpreting procedures so technically that we stifle opinions that need to be heard."

Monahan said he would send a memo to Planning Director Peter Phillips to notify Phillips and the Planning Board of his opinion.

The mayor did not say whether a new public hearing should be held but suggested the Planning Board members recess during the Feb. 2 meeting to allow time for anyone who wants to be heard to voice their opinions. The meeting is not scheduled as a public hearing.

Planning Director Peter Phillips said there was a "remote" possibility a new public hearing would be held.

Planning Board Chairman James Manzi said last week one representative from each side would be allowed 10-minutes to summarize their groups' views.

Opponents have cited traffic increases, property value losses and serious damage to wildlife and natural wetlands. Supporters claim the growing elderly population would be well served by the project and the Hale Street setting.

Phillips said there was a "remote" possibility a new public hearing would be held.

The last meeting ended on a sour note after a lawyer representing those neighbors opposed to the project was thwarted when he tried to read a prepared statement to the board. The group of neighbors said a new public hearing should be held for further discussion on the modifications to the plan, which include the fewer units, a change in financial arrangements, and the granting of an easement to the city near Witches Lane, the eastern border of the property.

The developer of property to the north of the 39-acre Laurel Ridge project, Andrew Abdo, could petition the Board of Aldermen for the right to improve Witches Lane, giving him the necessary access he needs to develop a new subdivision.

Monahan said that potential subdivision "is one of the concerns of the city's" but added that "legally, they're probably separate issues."

The city is currently being sued by Abdo for damages because of an "arbitrary" denial of building rights.

LETTERS

Project 'well plar

My husband and I have been read
articles and letters regarding the Be
elderly housing project. As residents
we are not affected the same way th
Beverly Farms and the Cove area, bu
and taxpayers in Beverly, we are inv
support of the project. The coverage o
has stressed the concerns of the
about traffic and the size of the projec
benefits of the proposal have not ha
The project will serve the special hou
the elderly, will provide long-term ca
and reduce the public burden of nursi
will pay taxes to the city, and othe
services and will provide financial ass
hospital. We believe the project is well
deserves approval.

Juli

Laurel Ridge supp

I was born at the Beverly Hospital an
in Beverly all my life. I strongly suppo
Ridge Elderly Congregate housing proj
by Beverly Hospital. The needs of the
continue to increase. It is important fo
support such endeavors. Please approve

Jacki

Project will pay ta

As a taxpayer in the city of Beverly
important that other taxpayers understa
that has not been addressed about the L
project. There has been some discussio
for-profit nature of the project and its
to Beverly Hospital. I think it is importa
nize that as a for-profit entity it will
property taxes. With the Shoe leaving th
project, while important and necessary f
munity in many regards, is also valua
property tax perspective.

Peter Kil

Expansion is nee

I am writing in support of the propose
gate elderly housing complex sponsored b
Hospital. As an employee of Beverly Hos
resident of Beverly, it is important to m
hospital remain financially viable. To d
hospital needs to expand and offer new s
it works to best serve the residents of
Shore. Laurel Ridge is an excellent exam
the Planning Boad to support the Lau
project.

Carol A.

Housing project spurs readers

PAUL BRIAND

1/28/88

The congregate housing pro-

John L. Good III, director of community relations and development at Beverly Hospital, has asked hospital employees and supporters to write the Planning Board in support of Laurel Ridge.

He said he offered sample letters for people to borrow from or copy in their writing to the city board.

But I sense this letter-writing campaign has spilled over into letters to the editor.

I received some letters from separate individuals but mailed in legal-sized envelopes that were addressed the same way and that were printed off the same computer printer. One of the letters came from a hospital official, the tip-off that it was organized.

While Good readily admits to a letter-writing campaign to the Planning Board, he said letters to the newspaper "were not done as an organized campaign from within the hospital."

The newspaper's policy is that we won't publish letters deemed part of a letter-writing campaign, and those questionable letters I received this week won't run.

Meanwhile, there's a long line of Laurel Ridge letters waiting to get into the newspaper. We'll publish as many as we can each day, but we also have to be sensitive to other people's letters on other subjects, plus the columns and other features.

Even if all the letters don't run before next Tuesday's hearing, I'm confident the public debate on the Laurel Ridge issue has been balanced and vigorous, just what I look for on the editorial page.

* * *

If you think the Times has a somewhat differen look to it, don't think you need to have your eyes checked.

We're in the process of using a new machine that creates the type for the newspaper.

This typesetter is from Monotype and it will give readers sharper type and graphics. The type size is a hair larger than what you're used to and the type is just a shade lighter, making all the stories and your favorite features easier to read.

Paul Briand is editor of the Times.

Mayor seeks end to congregate housing; proposal wouldn't affect Laurel Ridge

By JOHN NOVACK 1/28/88
News Staff

BEVERLY — Mayor F. John Monahan said Wednesday he will seek to eliminate a special permit provision, enacted less than a year ago, which allows for congregate housing for the elderly.

Monahan's plan would not affect the 200-unit Laurel Ridge project, the only congregate elderly project under consideration by the city.

The Planning Board, which last week saw the Beverly Hospital-sponsored project scaled down from 231-units, is expected to vote Feb. 2 whether to grant the necessary special permit.

Monahan, in an interview Wednesday, said he will soon ask that the Board of Aldermen eliminate totally the congregate elderly housing provision from city law. The mayor cited a "limited market," and what he termed an unusual interest by developers in congregate elderly housing here.

Monahan also cited the possibility that a rush on congregate elderly projects may change the "residential character" of some areas. "It's a question of the impact on the neighborhoods," the mayor said.

As part of the master plan revision last summer, the Board of Aldermen, after dozens of meetings, voted to create the necessary zoning. Congregate elderly housing is a term for a housing project where living quarters are private but areas such as kichens and dens are shared.

The concept is aimed at self-sufficient elders who either do not want to live alone or need some health-related assistance.

Winifred Sanborn, executive director of the Beverly Council on Aging, a vocal supporter of the concept of congregate elderly housing, and an advocate of Laurel Ridge, declined comment Wednesday on Monahan's comments.

"This is news to me," Sanborn said. "I'll have to look into it further."

The Laurel Ridge project, slated for an undeveloped area near Endicott College along Route 127, has drawn the ire of Hale Street residents fearful of increased traffic and lowered property values.

In the interview, Monahan called for the Planning Board to fully allow "all concerned, particularly the neighbors," to speak their opinions before the Planning Board takes its final vote.

While not criticizing the board or the would-be developer for their actions during the hearing process, Monahan said he was "requesting" that neighbors be heard. "The neighbors," Monahan said, "have a moral right to be heard outside the technical procedures (of mandated public hearings) of the Planning Board."

---

onging for the Garden City

Times
1-28-88

work at night so I have been unable to attend hearings on Laurel Ridge Community Elderly using. I've lived in Beverly Farms all 28 years of life and watched many of our beautiful shoree properties being sold to profit-making institutions. Many of our natural woodlands began being ken over by greedy developers.

The only ones to benefit by the Laurel Ridge mmunity are the developers and a few of the ealthy in Beverly. If I sound bitter, it is only cause a once beautiful city, with its woodlands, terfront and beautiful scenic ocean views, has llen to the good, old American dollar. I believe, ncerely, that there are a lot of people like me that ould appreciate Beverly remaining the Garden ty.

Beverly

Times - N.S Magazine 1/28/88

Indoor walking

Where to walk when cold and slippery roads drive us indoors? Locally there are several places for indoor strolls. Although the seasoned nature buff might resort to them only when driven inside by the most adverse conditions, others could take advantage of them any time of the year.

The "Liberty Stroll" featured at the **Liberty Tree Mall** was originally targeted for senior citizens. However Laurel Beyer, events and merchandising manager of the mall, emphasizes that anyone is welcome to participate in the program.

WALK

Continued from page 6

A brochure produced by the Liberty Tree Mall in conjunction with the Cardiopulmonary Rehabilitation Program of Beverly Hospital is available at the mall's information booth. It advises beginning walkers to start with three nonconsecutive days a week with sessions of at least 30 minutes. The booklet also outlinesthe benefits of walking, gives directions for simple warm-up stretches to do before exercise, and offers tips for better walking.

A map which shows how to measure a ¾-mile walking course within the mall is also included. In addition to the brochure, participants can pick up a "Liberty Stroll personal walking journal" at the information booth. Participants log their walking progress mile by mile.

A Liberty Stroll hat is the award when 50 miles are recorded. At the 100-mile mark, participants earn a Liberty Stroll t-shirt. The Liberty Tree Mall opens its doors at 9 a.m. for walkers, and many of its restaurants are open before the 10 a.m. opening of the retail stores.

A similar walking program is in the planning stage at the **Northshore Shopping Center**, where planners are working with Medical East, located at the mall. Spokeswoman Vicki Cerulle hopes to institute the program in the spring. It will combine incentive awards donated by mall merchants with exercise classes and fitness seminars.

The doors to the Northshore Mall open at 8 a.m., and walkers may, of course, make informal use of its facilities until a formal program is in place. Providing early-morning sustenance, McDonald's opens for business at 8:30 and Jordan Marsh Bakery at 9:30.

Ips Chronicle 1 28 88

Program trains volunteers for emergency room

A new volunteer training program will begin in February at Beverly Hospital, which runs the Cable Emergency Center here in Ipswich.

Family liaison volunteers will be trained to provide assistance, reassurance and individualized attention to patients' families in gency and intensive care wait-

---

Storm grows over elderly housing plan

1.29.88

By LISA KOSAN
Times staff

BEVERLY – Members of a residents group formed in opposition to the Laurel Ridge congregate elderly housing complex on Hale Street claim the project's costs are too expensive and the benefits too few.

Developers of the $35 million project, on the other hand, claim that the people who would live in the community for the elderly would get the finest in both living and health care. Developers are Beverly Hospital, Brim & Assocs. and MedQuest Corp.

The Laurel Ridge project, scheduled for discussion at Tuesday night's Planning Board meeting, has caused a great deal of discussion, both for and against.

According to members of the opposition group called RSVP – Residents Seeking a Voice in Planning – the financial arrangements of Laurel Ridge would not benefit the tenant or the city. One- and two-bedroom apartments range from $140,000 to $300,000. Tenants purchase a bond, but never own the property, and would be responsible for monthly maintenance fees ranging from $900 to $1,200.

Modifications in the original plan of 231 units, include a scaled down village of 200 apartments, a change in the return of the original investment to 100 percent during the first year of residency, 95 percent in the second and 90 percent in the third, and the granting of an easement to the city at the easterly edge of the property near Witches Lane.

In one model proposed by the resident group, which numbers close to 300, tenants during a 10-year period would lose an average of $180,000 because they would not get the benefits of appreciation in the real estate market. Lost appre-

Housing, page A12

Mayor opposes similar housing

BEVERLY – Mayor F. John Monahan said he is opposed to the special permit process for congregate elderly housing and will ask the Board of Aldermen to revoke the privilege.

The possibility of revoking the special permit, which was approved by the state last year, would not affect the Laurel Ridge project on Hale Street.

And while Monahan has declined to comment on whether he supports the $35 million Laurel Ridge project, he has said he is opposed to the density of the complex. Laurel Ridge needs six votes

Mayor, page A12

Hospital offers land for senior

1-29.88

By VIRGINIA LOWRY
Times staff

BEVERLY – A new senior center for Beverly took a giant leap closer to reality last night as it received a home, a surprise gift from Beverly Hospital.

In an unexpected announcement before more than 120 senior residents of the city, hospital President Robert Fanning Jr. offered the Beverly Council on Aging a 1.3-acre parcel of land at Heather and Colon streets to build a senior center.

The announcement came during a meeting scheduled by the Senior Service Center Committee to report on its 14 months of work devoted to developing preliminary plans for a new public senior center. The center would replace overcrowded and outmoded Council on Aging headquarters in the GAR Hall on Dane Street.

State Rep. Frances Alexander chaired last night's meeting. It was Alexander who, in late 1986, established the committee and charged it with drafting plans for a new senior center.

Alexander chose Chester Battis to chair the committee, and it was to Battis that Fanning's offer was addres
Linda
rics a
at the

To t
packed
at City
cause
gin ou
Condit
accord

to deed the property for the Council on Aging's use as long as a senior center is built there, containing office space, a dining room and other facilities needed for older residents of Beverly. The hospital would have the right to use space in the building "at reasonable times" for conducting seminars, clinics and other educational, medical or social service uses, according to Fanning.

The property deed would contain a restriction causing it to revert to the hospital if no longer used by the council, the letter added. Hospital authorities also want to retain the right to a 50-foot right-of-way to the rear of hospital property.

"Welcome to the neighborhood," Cragin told an elated crowd. "I just think that this is another example

In addition to Alexander, several aldermen and members of the seniors' committee, state Sen. Frederick Berry, D-Peabody, who has been active in the senior center project, Mayor F. John Monahan and state Secretary of Elder Affairs Paul Lanzikos, Cragin's predecessor at the hospital, attended the meeting.

It was to Lanzikos that several, including Monahan, gave credit for helping out with the proposal for the hospital to donate land. The mayor said Lanzikos was "instrumental" in putting together the land-donation deal.

Monahan said that at next Monday's meeting of the Board of Aldermen he will submit a building commission proposal, the next

council's nutrition director and outreach worker, space for a health office and dining area, computer center, radio room driver's lounge and area agency on aging. A social director's office and assembly hall also would be included.

The proposed senior center also would contain private conference rooms or cubicles allowing for privacy during interviews on such matters as fuel assistance or legal help, space now lacking and which, said Battis, often forces seniors to be interviewed in cars because no privacy is available in the GAR-based center.

No estimate is yet available of the cost of a senior center. But, according to Battis and other committee members, centers they

---

Hospital donates land for

By JOHN NOVACK
News Staff

BEVERLY — To a cheering crowd of senior citizens crammed into City Hall Thursday night, Beverly Hospital, announced plans to give the city an acre of land to be used as the site for a new senior center.

Mayor F. John Monahan is expected formally begin the construction process by naming a building commission, which will hire an achitect to study the land.

The undeveloped one-and-a-third-acre parcel is located on the northerly side of the intersection of Heather and Colon streets.

The standing-room-only crowd of some 125 senior citizens who crowded into the aldermanic chambers erupted into applause when Linda J. Cragin, Beverly Hospital's director of geriatrics, made the announcement. "I think this was a big night for Beverly," said a beaming state Rep. Frances F. Alexander (D-Beverly), who chaired the hearing.

The city's Council on Aging, located in the GAR Hall at 8 Dane St., serves 8,000 Beverly seniors a year through "meals on wheels" food service programs, health clinics, legal and health referrals, recreational events and home outreach pr grams.

Because the Dane Street headquarte is so overcrowded, Alexander formed Senior Service Center committee December 1986. Its chairman, retir school princpal Chester H. Battis, ported Thursday that the group sc the city for new headquarters, with hospital's offer the most feasible.

Referring to senior centers in oth communities, Battis told the crow which included local and state officia "We are, if anything, behind the times this. And we need to catch up."

VOLUNTEER TRAINING

A new volunteer training program will begin at Beverly Hospital in February.

Family Liaison volunteers will be trained to provide assistance, reassurance and individualized attention to patients' families in Emergency and Intensive Care waiting rooms.

A minimum commitment of six months is requested. Interested applicants must be mature, calm, friendly and able to relate well to others.

To learn more, contact Nelda Quigley in the Beverly Hospital Volunteer Department at 922-3000, ext.2308.

Suburban News 1.30.88

N. S. Sunday Times

VOLUNTEERS

ONE WITH ONE. Women volunteers needed to help tutor or mentor Cambodian widows on the North Shore. Training provided. For information contact Donise McGinn at745-8674.

VOLUNTEEN PROGRAM at Beverly Hospital for young people aged 14 years and older. Training course on Jan. 26 and 27, 3-5 p.m. For information and registration call the Beverly Hospital Volunteer Department, 922-3000.

FAMILY LIAISON TRAINING PROGRAM begins in February at Beverly Hospital. Volunteers will be trained to provide assistance, reassurance and individualized attention to family members in Emergency and Intensive Care waiting rooms. Minimum commitment of six months requested. For information call 922-3000, ext. 2308.

VOLUNTEERS NEEDED FOR BUSY TIPS LINE at the Beverly Hospital, Beverly. A commitment of two to three hours a week is requested. To apply, contact the Volunteer Office, 922-3000, ext. 2307.

VOLUNTEERS NEEDED BY THE RED CROSS to fill in for those who have been volunteering throughout the year and are in need of a vacation. For information call the Office of Volunteers, 531-2280.

VOLUNTEERS NEEDED for busy Medicare Desk at Beverly Hospital, Beverly. Help seniors with their health insurance and billing concerns. Training provided, flexible hours. For information contact Nelda Quigley, 922-3000, ext. 2307.

LETTERS

2/1/88

A 'positive' change

I have lived in Beverly Farms for more than 35 years and have seen change occur. Not all change is bad, as the abutters to the Laurel Ridge Retirement Center seem to indicate. Change can be very positive if it responds to a strong community need. Providing housing and long-term care insurance for the elderly is definitely a community need.

Too many families are facing the overwhelming care needs of their aging parents. Laural Ridge will help relieve both the financial, as well as the physical, care giving burden.

The issues raised against the project – traffic and density – do not seem like reasons to deny such a needed project. It has already been proven that the traffic increase from the project will not be significant.

I understand that elders tend not to travel at the peak commuting hours, so the retirement center should have a minimal effect. Density is hard to measure since there are no similar projects in Beverly and few in the state.

I feel it is important for the city and its governing bodies to respond to the needs of the community – and therefore support Laurel Ridge

---

Head of hospital criticizes mayor

2/1/88

By JOHN MOONEY
Times staff

BEVERLY – The president of Beverly Hospital yesterday criticized Mayor F. John Monahan's new opposition to the city's zoning for elderly housing, saying he was "disappointed" and "confused" by the mayor's apparent change of heart.

Last week, Monahan said in an interview that he would now support the revoking of a brand-new law to allow congregate elderly housing projects in residential sections of the city.

The move would not affect the hospital's controversial Laurel Ridge proposal before the Planning Board. The plan to build a 200-unit complex off Hale Street is expected to be decided upon Tuesday. (See related story on Page A3)

But Monahan's opposition to the chance of any future projects "is a 180 degree reversal of his position on the whole idea of congregate housing," Fanning said in a interview Friday.

"I am disappointed by the mayor's position, confused at how he arrived at it, and I don't understand any of it," he continued. "I think it would be a sad commentary for the citizenry to just do away with the whole concept like this."

Monahan endorsed the new zoning last summer, when it was proposed and adopted as part of the city's new master plan zoning package. The zoning allows the complexes in any residential section of the city given a Planning Board review and special permit.

Congregate elderly housing is the term for retirement communities where residents each have their own apartments and kitch-

Hospital, page A10

ts mayor

appears to be drawn from a "limited constituency" that is opposed to the hospital's plans as well as the future possibility for the housing elsewhere in Prides Crossing and in North Beverly.

The old Loeb estate on Hale Street and Kenner Parker headquarters off Dunham Road have both been mentioned as possible locations.

"The elderly are going to be an increasing element that we are going to have to deal with," Fanning said.

Crowds await Laurel Ridge

Tomorrow's meeting could be last

2/1/88

By LISA KOSAN
Times staff

BEVERLY – The Laurel Ridge congregate elderly housing project on Hale Street will be discussed before the Planning Board tomorrow night in what could be the final meeting on the subject.

Large crowds in favor of and in opposition to the $35 million housing project are expected in the City Hall chamber for the 7:30 meeting.

One representative from each side of the issue will be allowed to present a 10-minute summary of arguments and information, according to the planning department.

In order to grant the requested special permit, six Planning Board members would have to vote in support of the project.

Discussion on the 200-unit complex was postponed from the Jan. 20 meeting because of the bulk of last-minute information submitted. The planning department declared that all new information on the project, including letters on both sides, would have to have been received by the office as of Jan. 28 to allow planners the time to digest the material.

Much of the opposition to the housing for the elderly project was voiced by a group of more than 300 residents called RSVP – Residents Seeking a Voice in Planning. Many live in the Hale Street and Chapman Corner area and cite potential harm to the community from increased traffic, high project density, potential damage to wetlands and wildlife and decreased property values, among other things.

The developers – Beverly Hospital, Brim & Assocs. and Med-Quest Corp. – have cited the growing need for such communities for the elderly, the prime location along the street by the waterside, the importance of health care insurance for the elderly, and the security of living in a fully maintained community of peers.

Planning Board members reviewing the special permit request will deal with issues of environmental impact and zoning ordinance regulations. The environmental concerns, however, are currently before the Conservation Commission and will be addressed at the Feb. 4 meeting. The development team is expected to return with more information on the effects of the housing complex on wildlife and wetlands.

If the Planning Board votes to grant the special permit tomorrow night, Planning Director Peter Phillips said he would recommend approval be subject to approval by the Conservation Commission.

Many of the opponents have asked for a new public hearing after tomorrow night in light of modifications made to the construction plans.

The modifications include a scaled-down complex (200 one- and two-bedroom apartments instead of 231), a change in the financial agreement regarding return of bond investments, and a granting of an easement at the easterly edge of the property near Witches Land.

Apartments range from $140,000 to $300,000. Tenants purchase a bond, but never own the property, and would be responsible for monthly maintenance fees ranging frkom $900 to $1,200.

Tenants would acquire health insurance policy which includes care in a nursing home.

Laurel Ridge vote tonight

2/2/88

By LISA KOSAN
Times staff

BEVERLY – Plans for the $35 million Laurel Ridge congregate elderly housing project on Hale Street could come down to a final vote tonight before the Planning Board.

But whatever the decision, it is unlikely the vote will end the debate that has pitted 300 neighbors against proponents of the project.

Supporters and opponents of the 200-unit apartment complex have said they will do their best to see that their concerns are answered. Based on the intensity of arguments surrounding the project during the last few months, an appeal of the decision either way is anticipated.

Meanwhile Peter Phillips, director of the city's Planning Department, says he thinks the project has "a pretty good chance of passing, especially with the (scaled down) 200 units." However, a unanimous vote for the special permit is required from the short-handed six-member board. The board has nine seats, but until recently has been three members short. The three new members just appointed will not be able to vote on the Laurel Ridge plans.

The supporters of the project, which include developers Beverly Hospital, Brim & Assocs. and Med-Quest Corp., cite the continually aging population and need for such housing communities. They champion the health insurance benefits for the elderly and security of living among one's peers in addition to the services provided on site for the senior citizens.

The opponents, largely a group of 300 Hale Street neighbors, cite such hazards as increased traffic on Hale Street and Chapman Corner, damage to wetlands and wildlife, decreasing property values, noise pollution and possible flood-

Laurel Ridge, page A10

---

at full
in the
n Plan-
ng the
n firm
main

ss has
about
harm

allow
a 10-
ns on

ps, he
ngs of
on is
aurel
ected
esent

s list
sig-
ring

or,"
new

sing
om-

d a
the
ing

Bev. Times 2/2/88

About face

Beverly Mayor F. John Monahan shows a degree of inconsistency when he advocates abolishing a special permit for congregate housing, something he endorsed over the summer.

The issue is Monahan's 11th hour entry into the public debate over the Laurel Ridge congregate housing project proposed for 39 acres off Hale Street.

Laurel Ridge is a profit-making venture from the parent company of Beverly Hospital. The current plan is to build 200 apartments in a congregate housing arrangement in which senior citizens may retain their independence by having a place they may call "home." The residents can share meals and each other's company, and the project will provide health and convalescent care for its residents.

For the assurances of knowing they'll be taken care of for the rest of their lives, residents pay up front for their apartment (they do not own it outright), plus they pay a monthly maintenance fee of between $900 and $1,200.

The path for the construction of Laurel Ridge started during the summer with a proposed zoning change that would allow congregate-type housing on tracts of land of 20 acres or more.

It was not viewed as being a harbinger for this kind of development throughout the city since the minimum acreage (20) is difficult to come by these days.

It was accepted and well know then as an accommodation for Beverly Hospital's wish to build Laurel Ridge.

Monahan endorsed the zoning change during the Beverly Board of Aldermen's and Planning Board's review and it was made part of the city's new master plan zoning package.

Now we have Monahan expressing second thoughts on both the zoning and the project just days before the Planning Board will consider a special permit, probably for the last time. The board is scheduled to meet tonight at 7:30 in Beverly City Hall.

Monahan last week asked for more time so that all the city boards and residents could make their feelings known about the project

---

LETTERS

Project need is 'great'

Although I am not a native-born son of Beverly, I have lived in the same home on East Lothrop Street since January 1966. I am familiar with the Beverly Cove area, Hale Street and Endicott College and frequently either walk or bicycle or drive on Hale Street between Beverly and Beverly Farms and Manchester.

I have also been a physician at Beverly Hospital since 1966 and over the years have met a lot of residents from the area and have some understanding of their needs. I also have an elderly mother and know many of her friends and their needs.

All of this is to say that I am writing in reference to the proposed retirement community at Laurel Ridge. I strongly support this because the need is great now and is bound to expand as our population ages. The location back of Endicott College is a highly desirable spot and, furthermore, is available. The attention and concern that has been expressed about a "change in the neighborhood" to me seems quite unwarranted. After all, we have a two-year college bordering Hale Street for almost a mile and a nationally famous Landmark School also stretching off and on along Hale Street. The addition of this retirement community, well away from the road, would be intrusive to no one and I cannot imagine that it would lower property values.

Concern about the traffic seems unwarranted. The people who are ready to move into a retirement community like Laurel Ridge are not in their cars all day long and when they are are extremely cautious drivers. The problem on Hale Street now is not the volume of traffic but the frequent driver, often quite young-appearing, who insists on passing whether a double yellow line or on curves.

The other thing that occurs to me is that Endicott College, if a retirement community is not built on this land, will certainly consider other uses, probably residential. I am certain that you would agree with me that the addition of 50 or a 100 private homes on this land would put much greater demands on the city of Beverly for services than the proposed retirement community.

I, therefore, urge the planning board to give favorable consideration to Laurel Ridge.

Mayo Johnson, M.D.
Beverly

Elderly 'important'

I am writing in strong support of the proposed Laurel Ridge Retirement Community. Anyone who

BEVERLY

Abdo subdivision may proceed, but so

By JEFFREY REMZ
News Staff

BEV
seekin
his ch
ning
would
suit ag

The
rebuff
attem
the ho

Alth
neces
tles o
projec

Abd
1986
Board

He

the city to issue a subdivision

"I don't (think) honestly that the easement would

result.

That wasn't always the inte
loped to work
Moran said.

ances now of gaini
ary access result
struck — but not qu
crete — between t
oard and the dev
congregate elder
oject near the Ab
t month.

l insisted that land
ble for an easeme
es Lane to the Ab

t would be that Ab
two areas of access
paving the way f
board approval. Th
dermen would have t

Opponents may move to block decision on Laurel Hill project

By JEFFREY REMZ 2/2/88
News Staff

BEVERLY — The Beverly Hospital proposal to construct an elderly housing complex may be decided tonight when the Planning Board meets.

But that won't be the case if opponents of the 200-unit project near Endicott College have their way.

They want any decision on the Laurel Ridge complex postponed until another public hearing can be held.

Benjamin T. Eistenstadt, who lives across from the proposed complex, said Monday extra time was needed because of changes in the project.

"The number one thing we're looking for is a reopening of the hearing so we can get the evidence in," Eisenstadt said. He said the developers made "substantial changes" in the project since an October filing and November public hearing.

The developers originally proposed a 231-unit site off Hale Street. At a Planning Board meeting nearly two weeks ago, they agreed to reduce the development by 31 units in an attempt to satisfy board members and the city's Planning Department.

Eisenstadt said he hoped the developers would withdraw their current plans and refile, resulting in new public hearings.

That hope seemed to be a long shot.

An attorney representing Beverly Hospital and the other developers, MedQuest and Brim & Associates, said his side was ready to have a vote on the issue tonight.

"I hope the Planning Board sees the value of this project to the community," said attorney John E. Glovsky, "and that it meets the requirements for a special permit. We hope they do the right thing.

But Glovsky was not making any predictions. "I don't have any crystal ball," he said.

The Planning Board will vote — either tonight or at a later date — whether to grant a special permit for the project.

The developers also would need the support of the Conservation Commission, which will take up the issue Thursday night.

Opponents of the project have consistently stated that Laurel Ridge would result in too much traffic and density and decreased property values.

Traffic studies for the developer and city indicated that the project would have little impact on traffic.

Eistenstadt also railed against a proposed access to the site along Witches Lane. "It's a dangerous turn," he said. "It'd be extremely dangerous. It would be just hair raising."

Eisenstadt supported the size reduction. "It's a step in the right direction," he said, "and it's a healthy sign that the developers want to compromise, but it doesn't go far enough by a long shot."

Fitness for firefighters

Over at the Central Fire Station in Beverly, where there are 40 firefighters assigned, there is a rowing machine, a heavy workout bag, and free weights for firefighters to use in their leisure time, says Capt. Louis D. Bennett Jr. Weights are also at the North Beverly and Centerville stations, he said.

Under the direction of Chief Kenneth Pelonzi, the department has taken great strides to make firefighters stay fit.

"First of all, we had a program through Beverly Hospital with Dr. (Roy L.) Ruff," Bennett says. "He did an initial evaluation, as well as blood work and cardiovascular tests. Then we had a hospital dietitian conduct a workshop for all the groups here on the advantages of low-cal and replacement foods like tofu and how to make them attractive," Bennett adds.

IEALTH

ortune with all the officers who have
e lost manpower prior to retirement.

gone out under the
Never

Fr

to

Stress is o

Ambulance costs to stay level

Company declines $15,000 increase allowed in contract

By HENRY J. COLLINS
News Staff
3/2/88

IPSWICH — Richard E. "Rocky" Morris, president of Beauport Ambulance service, said his company will be holding the line on the price it charges the town for emergency ambulance service.

Morris told Town Manager George E. Howe a couple of weeks ago that the ambulance company will not be asking for a $15,000 increase in its town subsidy for the next fiscal year. The company is being paid $110,000 for this fiscal year. Its contract with the town allows for a $15,000 increase next year.

The company executive said Monday that business in Ipswich last year was better than expected and he has decided the increase will not be needed.

Beauport took over operation of the town's ambulance service from the O'Brien Ambulance service.

Morris said the subsidy is paid for emergency service the town, which basically calls for ambulances to transport people needing emergency medical treatment to the Cable Emergency Center.

Beauport ambulances also transport patients from the emergency center to area hospitals and provide non-emergency service.

Morris said business has been good in both the emergency and non-emergency aspects of the Ipswich operation.

"We looked at our overall picture in Ipswich and not just the emergency service when we decided not to seek the increase. Business has been good and we enjoy providing ambulance service to the town. I feel we have a very positive relationship with Ipswich," Morris said.

The company guarantees to have one ambulance on call at the emergency center 24 hours a day. Morris said two ambulances are sometimes stationed at the center during normal business hours.

The Beauport announcement comes on the heels of a disclosure last week by Town Manager George E. Howe that the town's subsidy to Beverly Hospital for maintaining Cable Emergency Center will be slighlty lower in the next fiscal year than it is this year.

Several weeks ago, Municipal Fire Protection Consultants issued a report calling for the Fire Department to take over operation of emergency ambulance service. Town Manager George E. Howe does not agree with the recommendation and the decision by Beauport not to seek an increase in the town's subsidy is expected to strengthen Howe's opposition.

Volume 98, No. 28 Beverly, Mass.

Planners OK Laur

Neighbors promise to appeal ‘kangar

By **LISA KOSAN**
Times staff

BEVERLY – A further scaled-down Laurel Ridge housing project won Planning Board approval last night but its vocal opposition could delay construction indefinitely.

socs. and MedQuest Corp. in addition to the hospital, were granted a special permit for 190 apartments compared to the 231 originally proposed.

Approval came at midnight after a handful of amendments governing the project's construction were finally agreed upon by Planning Board members who haggled like bargainers at a bazaar.

as
he-
til
ote

ni
al
r''

BEVE

Planning Board OKs La

By **JEFFREY REMZ**
News Staff

BEVERLY — After facing near defeat several times, the Laurel Ridge elderly housing project passed over a major hurdle Tuesday when the Planning Board granted the project's developers a special permit.

The board voted 6-0 for the permit with not a vote to spare. Approval was needed from two-thirds of the nine-person board. Three members were ineligible to vote, leaving no room for any opposition.

But the permit, granted before a packed City Hall audience just before midnight after nearly three hours of debate and negotiations, came at a price — a reduction in size from 200 to 190 units.

And that could lead to legal action by Beverly Hospital, MedQuest Corp., and Brim & Associates, the project's developers, or neighbors opposing the project.

Hospital President Robert R. Fanning Jr. was uncertain if the developers would sue for the additional units. "I'd say we have got to consider all of our options," he said after the vote. "We had a bottom line of 200 units, and we have to look at all the conditions applied to the project."

A leading opponent of the project, Benjamin T. Eisenstadt said his group would await the Conservation Commission's decision before considering legal action. The commission must grant its approval before the housing could be built.

"It's premature to think about litigation until the Conservation Commission decides," he said.

The size of the Hale Street development, which would be situated next to Endicott College, was the sticking point.

Planning Board Vice Chairman David C. Sabatini originally held out for only 185 units. The board rejected his amendment by a 4-2 with only Carmen A. Frattaroli backing Sabatini.

Another motion by Charles F. Grimes called for 190 units.

Sabatini went along with the other members, saving the project from defeat.

"It seems that I'm the oddball of this room tonight," Sabatini said before the final vote. "Against my good judgement, I'll probably vote for it."

Sabatini said he went along with the 190 figure because he wanted to end discussion of the issue.

He supported 185 units because he "felt strongly for that community. The reason is the impact on the neighborhood ... I just think it was a livable number if there is such a thing. To me, it was a middle ground."

The project originally called for 231 units, but after facing opposition from several Planning Board members, the developers scaled down the project to 200 units nearly two weeks ago.

That still did not satisfy neighbors, who showed up in force to oppose the plan last night.

The group's attorney, Jeffrey B. Axelrod, asked for a new public hearing on the issue. He argued that the changes to the project constituted substantial modifications, which could lead to a new hearing.

Axelrod also raised questions about the effect of the project on traffic, blasting, property values, and its economic feasibility.

He said that "a proper traffic study," including developments approved, but not built, was needed.

Studies done for the city and developers showed the project would not seriously impact traffic.

The blasting issue may have been settled by one of nearly a dozen conditions placed on the

Ipswich scouts low-income h

9.20.88

By JOANNE MENESALE
News Staff

IPSWICH — Town officials are looking at another site for the construction of low-income housing in Ipswich after negotiations for the purchase of land on Town Farm Road broke down and town meeting members voted to post-

tioned for the construction of 20 units of low-income housing is a 10-acre site owned by the town on Town Hill.

(See town meeting story on Page 5.)

But that proposal already has neighbors up in arms and appears to become just as controversial as

The debate led Select
Chairman Thomas A. Ellio
warn that unless the town
agree on a site for low-inc
housing, a similar project m
be forced on them by a privat
veloper using the state's
snob zoning regulations.

At Monday's special town m

9/21/88

IPSW

Lack of family housing site may delay project for elderly

Cable Gardens waits for green light from state agency

By JOANNE MENESALE
News Staff

IPSWICH — The lack of an approved site in town to build 20 units of low-income family housing could delay plans to develop the former Cable Hospital for elderly housing, though developers hope that won't happen.

The joint developers, Beverly Hospital and Harbor Development Corporation of Lynn, had planned to break ground for Cable Gardens in November or December but without a green light from the state Executive Office of

be responsible for providing

A. Elliott said on the town meeting floor Monday that the restoration of Cable Hospital depends on the town acquiring land for affordable housing. "There is a direct correlation," he said. "If we don't give the land for 20 units of family housing, they won't give the rest of the money for Cable."

After the meeting, Elliott said he was unsure whether Cable Gardens would receive the funds without a definite site. "I don't know whether the state will release the money to Cable. I just don't know that," he said.

"Rather than coming out in

whether state officials will be satisfied with the action taken by the town so far.

Would ground breaking be delayed? "That's hard to say, but we have to have the funding secured before we break ground," Good said.

"We're going to continue to work with the town," he said about selecting a site for the family units.

James F. Carey, project director for the Harbor Development Corporation, said the town has made a "real meaningful effort"

Health center sponsors workshop

IPSWICH — In support of Breast Cancer Awareness Week (Oct. 17-23), the Cable Emergency Center and the Breast Health and Education Center of Beverly Hospital will sponsor a free breast health workshop from 7 to 8 p.m. Monday, Oct. 17.

The workshop will be held in the conference room at the Cable Emergency Center, located at 126 County Road in Ipswich at the intersection of Route 1A and 133.

The workshop will include discussion on mammography, theory of breast cancer, self-breast examination and early detection methods. A tour of the mammography department will also be made available.

There will be no examination conducted at the workshop although a mannequin with simulated lumps and abnormalities will be available for participants to examine for teaching purposes.

The workshop will be conducted by Donna Barnard, M.D., oncologist and chairman of the cancer committee at Beverly Hospital, and Barbara Bruhm, R.N., director of women's health at Beverly Hospital.

In addition to the workshop, beginning on Oct. 18 and running through Oct. 23, a display booth will be made available in the lobby of the Cable Emergency Center with free materials and information. All area women are welcome to visit Cable and see the display.

To register for the workshop, call the community relations department at Beverly Hospital.

VICH

BRIEFLY

Nurse group schedules clinic

IPSWICH — The Bay Area Visiting Nurse Association will sponsor a free blood pressure clinic from 9 to 11 a.m. on Oct. 19 in the lobby of the Cable Emergency Center located at 126 County Road in Ipswich. All area residents are welcome; appointments are not necessary.

Baby-sitting training provided

IPSWICH — In October, the Cable Emergency Center and Bay Area Visiting Nurse Association will sponsor a child care and baby sitter program for boys and girls age 11 and older. The program will be held at the Cable Emergency Center in Ipswich.

THE
THU
SEP

City seeking money for new senior center

B
agre
tion
cons
B
ing
Th
fund
And
the r
"Th
ces A
day. '
mone
Ale
hoped
the ci
possib
"Th
fundi
Bev
woulc
the ci
hospi
Ale
cente
the c
badl
"T
"We
bene
But Ale

CK PAGE

THE TIMES
THURSDAY
SEPT. 22, 1988

Laurel Ridge on agenda

By Times staff

BEVERLY – The Laurel Ridge elderly housing complex, the most hotly contested development project in the last several years, is expected to be back in the public spotlight tonight.

The Conservation Commission is scheduled to hold a public hearing tonight about 8 p.m. on the environmental effects of the proposed 190-unit complex off Hale Street.

After a furious debate earlier this year, the Planning Board approved the 40-acre project. But the final plans still need approval and conditions from the Conservation Commission.

Neighbors and Prides Crossing residents, who banded together to form an association against the project, have also appealed the board's decision and construction will have to await court approval as well.

The initial plans for the project were presented to the commission last year and faced considerable opposition from the same opponents. The plans were withdrawn for lack of information and the developers had been expected to resubmit them.

The complex, proposed by a development arm of Beverly Hospital and a geriatric care corporation, would be comprised of one large building with most of the housing and several smaller structures.

Using the congregate elderly housing concept, each condominium unit would be self-sufficient with full kitchen, but communal activities and meals would also be available. Prices of the housing would range from $140,000 to $300,000 a unit, with monthly fees as high as $1,200.

Neighbors have opposed the project mainly on the basis of the added traffic and congestion it would bring to the largely rural and scenic Hale Street area.

DR. NABIL JARUDI
Relocated practice

Lynn Item 9/21/88

New quarters

Dr. Nabil Jarudi has relocated his opthamology practice to 39 Cross St., Peabody. He has also been appointed to the Beverly Hospital medical staff.

Jarudi is certified by the American Board of Opthamology and has specialized for 15 years in the treatment of diseases and disorders of the eye.

Smoking policy adopted

Effective Oct.1, the Beverly Hospital will implement a plan to eliminate smoking within the hospital.

The first phase is to limit the smoking areas within the hospital beginning in October. Smoking by patients will be permitted with the written consent of a physician only in private and in semi-private rooms in Ayer and Allen units and on Leland unit in the lounge area.

Employees, physicians, volunteers and visitors may smoke in the annex across from the cafeteria.

Effective Jan.1, 1989, no smoking will be permitted anywhere in the hospital by visitors and staff.

The hospital offers regularly scheduled cessation classes for members of the community who wish to stop smoking completely.

Volunteers sought

A candy striper/junior volunteer training program will be held at Beverly Hospital from 3 to 5 p.m. on Sept. 27 and 28 for both boys and girls. Applicants must schedule an interview and register with the volunteer office by calling 922-3000, ext. 2307, Monday through Friday.

Salem News 9/[illegible]/88

Candy striper class starts

BEVERLY — A candy striper and junior volunteer training program will be held next Tuesday and Wednesday from 3-5 p.m. at Beverly Hospital. Contact the hospital for more information.

Support group meets Tuesday

BEVERLY — The LOSS Support Group

Laurel Ridge offers environmental plan

9/23/88

By LISA KOSAN
Times staff

BEVERLY – The fate of the pileated woodpeckers and spotted salamanders living on Hale Street was debated last night before the Conservation Commission.

The commission will decide in the coming months whether the birds, amphibians and other creatures on the 40-acre site of the proposed Laurel Ridge elderly housing complex will have new neighbors.

Much of the three-hour public hearing at City Hall, attended by groups of approximately 25 supporters and 25 opponents of the complex, was spent discussing similar issues raised during a January meeting on the project.

The Planning Board in February unanimously approved the Laurel Ridge project for 190 units, but a group of Hale Street neighbors has appealed that decision in Superior Court.

The plans for the 190-unit complex showed different roadway layouts and building configurations than earlier plans for 231 units. But many of the issues and concerns were the same.

About 10 people employed by the developers – Beverly Hospital, Brim & Associates and MedQuest Corp. – discussed the potential effect the project would have on the Hale Street environment.

Sitting with their plans, drawings and legal pads were a biologist, an architect, a handful of engineers and a hydrologist. The specialists described the amount and location of state-protected wetlands and wildlife that would be affected by the project.

The developers told the Conservation Commission that none of the buildings would infringe on the "buffer zone," a boundary

Laurel Ridge, page A12

have to fear her home would be destroyed by flooding caused by Laurel Ridge.

Residents said there were two wells on neighboring properties that would be destroyed or contaminated by blasting. But the group of specialists said they were unaware of any wells.

Michael Marcus, a biologist hired by the residents poked holes in many of the
drainage, flooding and the ef

"They did a nice job but th
patting themselves on the b
talking about the things tha
project," Marcus said.

At the end of the hearing,
sion Chairman Raymond B
Leonard, representing the de
items the specialists will have
meeting.

"You do have some things
said.

The hearing will be continu

Times 9/23/88

GOINGS ON

LOSS SUPPORT GROUP: The LOSS support group will meet on Tuesday, Sept. 27, from 7-9 p.m. at the Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage, stillbirth, or death of a newborn child. The group offers a forum for sharing grief and offering ways to cope with the loss.

There is no fee for the support group, which meets monthly in the hospital's library conference room.

For further information, contact the Social Service Department at 922-3000, ext. 2710.

Is it a 'senior-center-plus?'

Times

Here we go again in the new senior center. We certainly appreciate the Beverly Hospital donating the land, but they want rights to use the building. What does that mean? The senior citizen private club wants to use the building, too. Why? I understood they took over the GAR Hall for themselves. How huge is this building going to be to accommodate it all? Is it to be a senior center or a senior-center-plus? Another thing, although geographically the center of the city, it is a long way from North Beverly and Ryal Side, Centerville, etc. Most of us are left out of the United Shoe Building.

Beverly

Hospital screens 355 for cholesterol

News 9/27/88

Just under 8,000 Massachusetts residents took part in CountDown USA, the first national screening for both blood pressure and cholesterol. Ten area hospitals, members of VHA HealthFront, the local branch of Voluntary Hospitals of America, participated in the screening, including 355 people at Beverly Hospital.

Those screened in this region were among the more than 400,000 Americans to take advantage of CountDown USA, and according to preliminary national results, 71 percent of those screened had cholesterol levels above what is considered desirable.

---

tal building
phase com-pleted

Times 9/27

pletion of the
g phases at
he

GOINGS ON

Times 9/28/88

FREE SEMINAR: "The Challenge of Early Childhood", a free seminar on coping strategies for new parents, will be held Thursday, Oct. 6, from 7:30-9:30 p.m., in the Beverly Hospital Lecture Hall. Participants may pre-register with the Beverly Hospital Maternity Unit, 922-3000, ext. 2200.

Ne

Panel will cho
family housin

IPSWICH — The responsibility of picking a site for the 20 units of housing for low-income families has fallen on a committee not yet chosen, selectmen ruled Monday.

The board voted unanimously to relieve Town Manager George E. Howe of his obligations concerning the issue so that he could spend time preparing the town's finances for the coming year.

"I would like to see the committee charged with bringing forward five sites by Dec. 1," said Selectman James R. Engel. He also suggested the committee have its choices "pared down to three by town meeting."

Choosing a site for the housing has been repeatedly postponed because residents and interest groups can't agree on designated locations. A plan for building 70 units of elderly housing at the former Cable Hospital relies on money the state will only give developers if the town finds a location for its own low-income housing.

Selectmen said the search committee should consist of interested but non-partisan people, willing to work hard. People already involved in the siting proc-
ess or a membe
ticipating g
organizations sl
ers, board mem

"They'll take
beaten up in t
will be good
William E. Ge
chance for any
get involved in
do it in a meani

A number of
committee hasr
Howarth of Sp
group's first me

Chairman T
further adverti
life span of the
of its benefits.
would keep the
weekly agend
formed.

Among the
Monday were t
have one repre
lectmen, Maste
and Historical

Town Mana
gested the com
months identify
all potential s
narrowing the
of the time pub
before the April Town Meeting.

News 9/27/88

Hospital set to dedicate first renovation phase

BEVERLY — The first phase of a major renovation project at Beverly Hospital will be dedicated as part of a reunion weekend Oct 8-10.

U. S. Rep. Nicholas Mavroules will be the speaker at the dedication of a new main lobby and a remodelled surgical ward in the hospital.

The project was started several months ago, as hospital officials moved to meet the needs of patients who use the medical facility.

A spokesman for the hospital said the renovation involves converting a number of four-bed rooms to private and two-bed rooms. Hospital officials found that most patients prefer the smaller rooms, and administrators feel the more private facilities will be well received. Most medical insurance providers will pay for a two-bed room, and hospital officials said the demand for the smaller facilites has increased considerably in recent years.

Administrators are planning to convert rooms on three floors of the hospital, and the Oct. 9 ceremony will mark the completion of one of the floors. Officials anticipate the remaining work will be completed by the spring.

The ceremony will also signal the re-opening of the main lobby, which has ben closed for several months undergoing renovation. During that time visitors to the hospital have had to enter the building through the outpatient department.

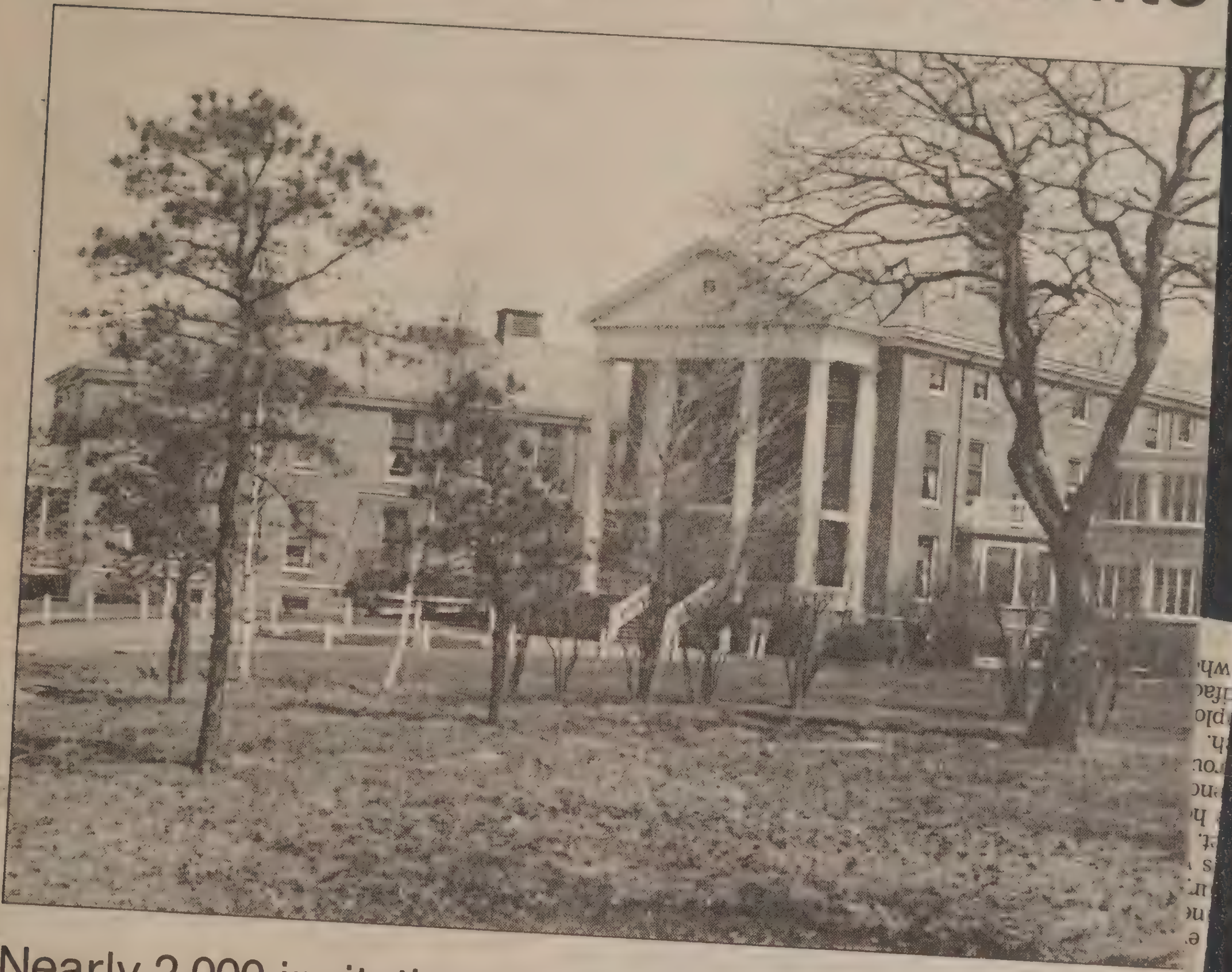
Officials have coupled the dedication with a reunion weekend so those who were associated with the hospital in the past can see the changes that are occurring.

A representative of the hospital said , "We have invited former nursing students, nurses, doctors who served as residents and interns, former and present employees of all hospital departments and volunteers to join us for this important event in the life of Beverly Hospital."

The renovation project is one of several undertakings the hospital trustees and administrators have planned as part of the 100th anniversary observance of the facility.

THE TIMES
TUESDAY
SEPT. 27, 1988

Beverly Hospital to reunite



Nearly 2,000 invitations sent to present and past hospit

By LISA KOSAN
Times staff

BEVERLY – The first employees of Beverly Hospital, hired in 1888, probably won't be around next month to celebrate the hospital's

> “
>
> ***We'll have everyone from***

er said with
became the
and when th
building it w

The nursi
site day-care
entrance is s

Hospital offering new parent classes

BEVERLY — Personnel at Beverly Hospital are conducting two special programs for parents.

An eight-week support group for first time mothers will begin Monday, Oct. 3, and a seminar on "The Challenge of Early Childhood" will be held Thursday, Oct. 6.

The program for first time mothers will meet weekly at 11 a.m. in the Second Congregational Church, Cabot and Conant streets. It will be conducted by Alice Gardner, a psychotherapist. She is a clinical social worker who specializes in pregnancy and post partum adjustment. There will be a fee for participation.

The program is intended to help first-time mothers with youngsters up to six months old. Subjects to be discussed include growth and development, feeding and nutrition, spoiling vs. stimulation, adjusting to parenthood and child care options.

The early childhood seminar is designed to help parents identify some of the most common problems encountered by new parents. It will also touch on coping techniques.

There is no charge for the program but advanced registration is required and can be arranged by calling the maternity unit at the hospital.

Salem News 9/28/88

WE CAN
WE CARE

Carolyn W. Carbone of Beverly Farms, left, president of the Essex South District Medical Society Auxiliary; and fellow members Ginny Germond and Gertrude Greenler admire their group's C-Flag.

The Salem News/Jonathon M. Whitmore

Anti-drug efforts win group Presidential citation

BEVERLY — The Essex South District Medical Society Auxiliary of Massachusetts, an affiliate of the Massachusetts and American Medical Society Auxiliaries, has won the right to fly the red, white, and blue C-Flag, the symbol of the President's Citation Program for Private Sector Initiatives.

The flag, which bears the slogan "We Can - We Care," recognizes outstanding contributions to the American spirit of volunteerism and community action.

The Essex South District Medical Society Auxiliary qualified for the C-Flag because of its involvement in community substance abuse education and awareness projects at the county and state level.

Carolyn W. Carbone, R.N., of Beverly Farms, this year's auxiliary president, said: "Every discipline must be involved in a unified effort to stamp out illegal drugs and substance abuse in this country and the world. We just hope our activities will serve to encourage others to join in an all out effort toward the creation of a Drug Free America."

Times 9/29/88

BREAST HEALTH WORKSHOP: The Cable Emergency Center and the Breast Health and Education Center of Beverly Hospital will sponsor a free Breast Health Workshop on Monday, Oct. 17 from 7 to 8 p.m. in the Conference Room at the Cable Center, 126 County Road, Ipswich.

Free literature on breast cancer will also be available at a display booth in the lobby of the Cable Center Oct. 18 through 23.

Breast health workshop planned Oct. 17

In support of Breast Cancer Awareness Week (Oct. 17-23) the Cable Emergency Center and Breast Health & Education Center of Beverly Hospital will sponsor a free breast health workshop on Monday, Oct. 17 from 7 to 8 p.m.

The workshop/seminar will be held in the conference room at the Cable Emergency Center, located at 126 County Road in Ipswich. The Center is located at the intersection of Route 1A and 133.

The workshop will include discussion on mammography, theory of breast cancer, self-breast examination and early detection methods. A tour of the mammography department will also be made available.

There will be no examination conducted at the workshop, although a mannequin with simulated lumps and abnormalities will be available for participants to examine for teaching purposes.

The workshop will be conducted by Donna Barnard, M.D., Oncologist and chairman of the Cancer Committee at Beverly Hospital and Barbara Bruhm, R.N., Director of Women's Health at Beverly Hospital.

In addition to the workshop, a display booth will be made available in the lobby of the Cable Emergency Center with free take-away materials. All area women are welcome

---

Bear checkups

A Teddy Bear clinic will be held at the Cable Emergency Center in Ipswich on Saturday from 10 a.m. to noon, and all area children and their parents are invited to take part.

A Teddy Bear Clinic clinic is where children bring their favorite Teddy bear or other stuffed animal for a checkup. This helps alleviate some of the fear children might have when visiting a hospital or emergency center.

In addition to the clinic, special guests will include animal friends from "New England Alive," the petting zoo located in Ipswich. Refreshments will be served and during the mo there will be special give items.

Parents who wish to their chilren to the Teddy Clinic are asked to call the munity Relations Departm Beverly Hospital, 922-3000, sion 2480 to make a reserv. A parent or other adult mu company their children t clinic.

The clinic is being spon by the Bay Area Visiting Association and the Cable gency Center.

Gloucester Time

9. 28. 8

Boxford Chronicle

9/30/88

Page 8

BREAST CANCER AWARENESS

In support of Breast Cancer Awareness Week (October 17 to 23) the Cable Emergancy Center and Breast Health & Education Center of Beverly Hospital will sponsor a free Breast Health Workshop on Monday, October 17th from 7 to 8 p.m.

The Workshop/Seminar will be held in the Conference Room at the Cable Emergency Center, located at 126 County Road in Ipswich, at the intersection of Rt. 1A and 133.

The workshop will include discussion of mammography, theory of breast cancer, self-breast examination and early detection methods. A tour of the Mammography Department will also be made available.

There will be no examination conducted at the Workshop, although a mannequin with simulated lumps and abnormalities will be availabale for participants to examine for teaching purposes.

The Workshop will be conducted by Donna Barnard, M.D., Oncologist and Chairman of the Cancer Committee at Beverly Hospital and Barbara Bruhm, R.N., Director of Women's Health at Beverly Hospital.

In addition to the Workshop, beginning on October 18th and through the 23rd, a display booth will be made available in the Lobby of the Cable Emergency Center with free take-away materials. All area women are welcome to visit Cable and see the display.

Nurses to sponsor seminar, industrial fair at King's Grant

DANVERS — The New England Chapter of Intravenous Nurses Society Inc. will sponsor a nursing seminar and industrial fair at the King's Grant Inn on Tuesday, Oct. 11.

Contact hours for registered nurses has been approved by the Massachusetts Nurses Association. The program includes the following lectures:

- "AIDS Update for the Health Care Worker," by Maureen Spencer.
- "Pain Management: The Oncology Patient," by Mary Beth Singer.
- "Marketing and Health Care," by Barbara Bruhm.
- "Risk Management for Intravenous Therapy Nurses," by Cynde Trifilo.

The cost, which includes lunch, is $50 for members and $75 for non-members. For further information, contact Ann McCarthy at the AtlantiCare Medical Center in Lynn or Trudy Gavin of the New England Medical Center in Stoneham.

Medical waste found scattered in Hamilton

9/30/88

By KAREN DiCONZA
Times staff

HAMILTON – State health officials and town police are trying to track the source of medical waste found on the shore of Chebacco Lake and scattered on Essex Street this week.

Operating room materials, such as syringes, surgical gloves, sponges, a plastic saline solution bottle and blue surgical gowns were found Tuesday evening scattered along the side of the road from 340 Essex St. to Bridge Street. Police said they believed the waste came from Melrose-Wakefield Hospital in Melrose because a patient schedule typed on the hospital's letter-head was found among the waste.

In what police believe to be a separate incident, a small red bag containing six blood vials and three syringes, two with hypodermic needles, was found on the shore near the boat ramp on Chebacco Lake yesterday morning, said Sgt. Walter D. Cullen.

Kathryn Oljey-Bayha photo

Medical waste found in Hamilton included six vials of blood and three syringes.

The waste was turned into the police at 8:30 a.m. by an employee of the Massachusetts Electric Co. The man said the bag "looked like it had been there for awhile," said Chief Robert Poole.

All materials have been turned over to the state Department of Public Health. State officials will test the blood to try to determine

Medical, page A12

THE TIMES
FRIDAY
SEPT. 30, 1988

s found

Kathryn Oljey-Bayha photo

Sgt. Walter D. Cullen of the Hamilton Police Department examines medical waste found discarded in Hamilton.

of Chebacco Lake came from. That material is more serious, and represents "an illegal disposal of infectious waste – blood and blood products and needles," he said.

"We believe the two are different incidents. Right now, it doesn't appear that they are related," he said.

When asked why Melrose-Wakefield's waste was hauled through Hamilton, John Hahesy, the hospital's director of public relations, said the hospital was undergoing renovations and "an employee mistakenly put two bags of trash in a dumpster reserved for construction materials."

Hahesy said a contractor then picked up what he thought was "just construction materials, and was taking it to a landfill in Wenham or Gloucester, I'm not sure which one."

Neither Wenham nor Gloucester have active landfills.

Hahesy said the contractor was driving on Essex Street and the two bags of trash fell off the truck.

The spokesman said he wasn't sure of the name of the contractor or where it was based.

"Because of the AIDS scare and all the medical waste washing up on the beaches this summer, people are very frightened of medical waste, and rightfully so," Hahesy said. "But the good news is that not anything found in the waste found in Hamilton would pose a hazard to anybody."

Comproni said the Department of Public Health usually receives five or six complaints per year about dumped medical waste, "but the recent rash of medical waste showing up on the beaches and so forth is very unusual."

He said he has seen "many cases where a solid waste hauler has lost part of his load. Whether he knew it or not, we don't know."

The police also have notified the state Department of Environmental Quality Engineering, state environmental police and Harbor Master Bowden Russell.

Cullen said officials would search Chebacco Lake today to "be sure there isn't any more out there."

He said anyone who finds medical waste should contact police immediately, and not handle it themselves.

9/30/88

NO SMOKING AT BEVERLY HOSPITAL

Effective October 1, the Beverly Hospital will implement the first step of a two phase plan to virtually eliminate smoking within the hospital facilities.

According to a joint statement issued by hospital president Robert R. Fanning, Jr. and medical staff president Walter B. Clayton, M.D. the new policy on smoking is "our obligation to take a leadership role in eliminating, to the greatest possible extent, the continuing spread of heart and lung disease.

"In our role as the providers of health care, we cannot continue to condone smoking at Beverly Hospital."

The first phase toward reducing the incidence of smoking is to strictly limit the areas in which patients, visitors or staff may smoke beginning October 1.

Smoking by patients will be permitted in private rooms on Ayer and Allen units, but only under written orders of a physician. Patients in semi-private rooms on these units will be permitted to smoke only if all patients in the room have expressed a desire to smoke and all have written physician orders.

Smoking will be permitted by patients on Leland unit in the lounge area, again with written orders only.

Employees, physicians, volunteers and visitors will be allowed to smoke in the annex across the hall from the cafeteria. No smoking will be permitted anywhere within the main cafeteria, coffee shop or any waiting rooms at the hospital.

Effective January 1, 1989, all visitors and staff will be prohibited from smoking anywhere in the hospital facilities.

IPSWICH

10.4.88

Selectmen mull pan

By KELLEY BOUCHARD
Times staff

IPSWICH – A housing activist encouraged the Board of Selectmen last night to include the town manager, as well as other town officials, on the subcommittee that will be charged with finding a site for low-income family housing.

Paul J. McGinley, of 26 High St., said he would be willing to serve on the subcommittee only if it included Town Manager George E. Howe and others already involved in the search.

"It would bring all the town policy makers together to do what a bunch of citizens can't do alone," McGinley said.

Last week the selectmen voted to set up a subcommittee to take over the town manager's task of finding an appropriate site for 20 units of low-income family housing.

The selectmen voted to form the subcommittee to address the housing site issue because Howe will be wrapped up in budget preparation for the next six months.

The selectmen discussed including interested citizens and possibly some town officials on the subcommittee.

McGinley suggested the subcommittee be made up of not only interested citizens, but also Howe, a selectman, the town planner, a representative of the Ipswich Housing Authority and other town officials.

Although the selectmen took no action on McGinley's suggestion, they are expected to finalize plans for the subcommittee at the Oct. 17 meeting.

Ipswich
lion grant
Office of
opment,
units of el
mer Cabl
low-incom

Town may con
housing searcl

IPSWICH – Selectmen last night discu
town's efforts to find a site for low-income f
Ipswich Housing Authority's search for lar
units of elderly housing.

If the town moves forward to join fo
authority, a state sponsored committee t
housing in Ipswich, voters may find a pr
combined family and elderly housing on o

If the town and the housing authority
would be able to pool state grant money, in
per housing unit, which was set aside to as
development.

That would provide a total of $600,000
otherwise might not have access to sewer
road, selectmen said.

"It makes economic sense," said Thomas
the selectmen.

Housing authority Chairwoman Sara O'C
which already has four sites under conside
to work with the town in a search for a site
date all 60 units of housing.

WEIGHT LOSS PROGRAM: A free orientation to the Optifast weight loss program will be held at Beverly Hospital on Tuesday, Oct. 11, at 7 p.m. The program is intended for those who are 40 pounds or more overweight. Staff of the Center for Nutritional Research at Beverly Hospital, including medical director Michael Gordon, M.D., will be present to explain the Optifast diet plan and answer any questions. For information, call 922-3000, ext. 5000.

Times 10/4/88

HEALTH TAPES: 20 new tapes have been added to the Beverly Hospital Tel-Med Library through a grant from the Hospital Aid Association. Tel-Med is a system of pre-recorded health information tapes, with more than 200 topics available. The library is based at Cable Emergency Center in Ipswich. For information, call 927-2653 or 356-7036.

Understand weight loss

A free orientation to the Optifast weight loss program will be held Tuesday at Beverly Hospital at 7 p.m. The orientation includes an explanation of the program by Dr. Michael Gordon, medical director of the Center for Nutritional Research at Beverly Hospital. For more information, call 922-3000, ext. 5000.

ST — 10/5/88

Dedicated program

Melrose-Wakefield Hospital offers "The Story Behind the

Wellness clinic to be offered to town employees

Ipsw. Chron. 10-6-88

In an effort to lower insurance costs for town employees, the Board of Health has scheduled a wellness clinic.

The clinic, sponsored jointly by the Board of Health, the Bay Area Visiting Nurses Association, and the Cable Emergency Center at Beverly Hospital, will be open only to town employees. Health Agent Domenic Badolato scheduled the clinic for Dec. 1 from 3 to 7 p.m. at Ipswich High School in the cafeteria and gym.

During the day the town employees can participate in blood-pressure, diabetes, posture, lung capacity, hearing, and possibly vision screenings.

---

re

l

Nurse
a free
Oct. 19

he lobby
d at 126

10/6/88

Page 32 Ipswich Chronicle October 6

Cable has new tapes with health information

Twenty new tapes have been added to the Beverly Hospital Tel-Med Library through a grant from the hospital Aid Association.

Tel-Med is a system of pre-recorded health information tapes, with more than 200 topics available. The library is based at Cable Emergency Center in Ipswich.

Tel-Med can be reached by dialing 927-2653 or 356-7036 and requesting specific tapes by number. The tapes are three to seven minutes long and are in an easy to understand format.

Tapes may be heard between 12 noon and 6 p.m., seven days a week. There is no charge for the educational service.

The newly purchased tapes include a series on cancer: Cancer — The Preventable or Curable Disease, 181; Cancer's Seven Warning Signals, 183; What is a Pap Test?, 182; Mammography, 526; Breast Cancer — How Can I Be Sure?,6; Cancer of the Prostate Gland, 176; Lung Cancer, 179; Cancer of the Colon and Rectum, 180; Cancer of the Skin, 185; Cancer of the Mouth, 524; Cancer of the Stomach, 525.

Also purchased were tapes on Depression, 734; Eczema, 511; Liver Tests, 1069 and Patient Rights, 422.

In addition, a new series is available on Acquired Immune Deficiency Syndrome: AIDS (an updated, general overview), 571; Children with AIDS, 572; AIDS and Blood Transfusions, 573; Health Care Workers and AIDS, 574; Safe Sex and AIDS, 588.

For a brochure listing all Tel-Med tape topics and numbers, contact the Beverly Hospital Community Relations Department or Cable Emergency Center.

Free Breast Cancer Awareness Workshop

Ipswich Chronicle
10/6/88

In support of Breast Cancer Awareness Week (Oct. 17-23) the Cable Emergency Center and Breast Health & Education Center of Beverly Hospital will sponsor a free BREAST HEALTH WORKSHOP on Monday, October 17th from 7-8 p.m.

The Workshop/Seminar will be in the Conference Room at the Cable Emergency Center, located at 126 County Road in Ipswich. The Center is located at the intersection of Rt. 1A & 133.

The Workshop will include discussion on mammography theory of breast cancer, self-breast examination and early detection methods. A tour of the Mammography Department will also be made available.

There will be no examination conducted at the workshop, although a mannequin with simulated lumps and abnormalities will be available for participants to examine for teaching purposes.

The Workshop will be conducted by Donna Barnard, M.D., Oncologist and Chairman of the Cancer Committee at Beverly Hospital and Barbara Bruhm, R.N., Director of Women's Health at Beverly Hospital.

In addition to the Workshop, beginning on October 18th and through the 23rd, a display booth will be made available in the Lobby of the Cable Emergency Center with free take-away materials. All area women are welcome to visit Cable and see the display.

Po
Bev
Ca
Ma
Hig

Beverly Chronicle 10/12/88

FREE HALLOWEEN BAGS

Friends at the Cable Emergency Center and the Beverly Hospital would like all area children to have a safe and fun Halloween. Halloween bags with safety tips are available in the emergency room at Beverly Hospital and at the Cable Emergency Center, 126 County Road in Ipswich.

The bags will be distributed on a first-come, first-served basis for as long as the supply lasts.

Ham-Wen Chronicle 10-5-88

New machine — Sally Delisle, who will be operating the new mammography equipment, says the machinery should help women discover the presence of breast cancer in time for effective treatment.

Hamilton Wenham Chronicle 10-5-88

Willowdale installs new breast cancer detection equipment

The fight against breast cancer has a new weapon in the Hamilton and Wenham area. Last week, a

mortality from breast cancer, with a rate of 27.1 percent. More than 100,000 American women will de-

women catch breast cancer in time are:

- Monthly breast self-

CANCER SUPPORT GROUP

A cancer support group meets at Beverly Hospital on the second and fourth Thursday of each month, from 4 to 5:30 p.m.

The support group is free of charge and offers an opportunity to meet with other cancer patients and family members. The group will provide education, exchange of ideas and emotional support.

For further information, contact group leader Shirley Harris, Beverly Hospital at 922-3000, ext. 2710.

Bedford Chronicle 12/7/88

AIDS hospitals program spreads vital knowledge

By THOMAS CONTENT
Times staff 12/8/88

Two North Shore hospitals will participate in a new program designed to help those in the medical profession deal with AIDS.

Employees at J.B. Thomas Hospital in Peabody and Salem Hospital will be taught for two days by a group of Massachusetts Hospital Association doctors under a program partially funded by the state Department of Public Health and the Health Education Council.

The Train the Trainer program's curriculum will cover the history of the AIDS virus, how it is transmitted and how to reduce the risk of catching it. It will also touch on psyc

patie

"V

for c

in E

Beverly J. Hayes, assistant commissioner of public health in charge of the agency's newly created AIDS office.

With the number of AIDS cases outside Boston increasing, this program is designed to let those with experience tell medical people beyond Boston more about it than a textbook or medical journal article would, said Hayes.

The program was launched as a pilot program this spring at eight hospitals in the state, including AtlantiCare Medical Center in Lynn.

Beverly Hospital has also applied to the program, and is waiting for word when its trainer can be trained, said Grayce Kushmerek, hospital spokesperson.

The popularity of the program led about 50 hospitals across the state to apply to be taught by the experts, Hayes said. J.B.

tals

nore we learn,
l on," she said.
e is a case (at a
n has protected
ought about by

setts Hospital
there is a gap
w from hospi-
e learn about
he said, is a
arn about the

n the Trainer
nfectious dis-
n Jean Con-
l has treated

Page 8 Bedford Chronicle
12/7/88

TEL-MED LIBRARY

Twenty new tapes have been added to the Beverly Hosptial Tel-Med Library, through a grant from the Hospital Aid Assocation.

Tel-Med is a system of pre-recorded health information tapes, with more than 200 topics available. The library is based at Cable Emergency Center in Ipswich.

Tel-Med may be accessed by dialing 927-2653 or 356-7036 and requesting specific tapes by number. The tapes are three to seven minutes long and in an easy to understand format.

Tapes may be heard between 12 noon and 6 p.m., seven days a week. There is no charge for the educational service.

The newly purchased tapes include a series on cancer: Cancer – The Preventable or Curable Disease #181; Cancer's 7 Warning Signals #183; What is a Pap Test? #182; Mammography #526; Breast Cancer – How Can I Be Sure? #6; Cancer of the Prostate Gland #176; Lung Cancer #179; Cancer of the Colon and Rectum #180; Cancer of the Skin #185; Cancer of the Mouth #524; Cancer of the Stomach #525.

Also purchased were tapes on Depression #734, Eczema #511; Liver Tests #1069 and Patient Rights #422.

In addition, a new series is available on Acquired Immune Deficiency Syndrome: AIDS (an updated, general overview) #571; Children with AIDS #572; AIDS and Blood Transfusions #573; Health Care Workers and AIDS #574; Safe Sex and AIDS #588.

Tel-Med is not intended to diagnose your illness, serve as an emergency treatment or replace the advice of your family physician. It can, however, contribute to your personal health and well-being through an increased understanding of specific health issues and diseases.

For a brochure listing all Tel-Med tape topics and numbers, contact the Beverly Hospital Community Relations Department or Cable Emergency Center.

Salem N. 10 1 8

Cooperative Bank donates to hospital's Century Fund

BEVERLY — The Beverly Cooperative Bank is making a leadership gift to the Beverly Hospital Century Fund campaign.

This is the first gift to the banking and commerce division of the hospital's building program and capital campaign.

Bank officials said the unspecified gift is made in recognition of the 100 years of community service that are being celebrated by both the bank and the hospital.

Bank president John Manning said, "This opportunity to recognize the hospital's contributions to our community is shared not only by our directors and staff, but by each of our depositors. Through this gift, we can share our sense of pride and appreciation for the century of service that both our organizations have provided.

"Hopefully, our gift will serve as a challenge to other members of the banking and commerce community to participate in the century fund campaign."

Beverly Hospital's campaign goal is to raise $1.3 million in contributions from all segments of the community. Construction costs are estimated at $5 million.

The building program includes new construction and extensive renovation of existing facilities. The project will not change the total number of licensed beds but will alter the layout of medical surgical beds on three floors.

The project will provide a greater choice of one, two and three bed rooms as well as new nursing stations which will allow improved access to patient's rooms.

The project also includes the new cardiopulmonary rehabilitation department which was recently relocated to the lower level of the service building.

During the holiday weekend, a dedication ceremony was held marking the opening of the expanded and renovated main lobby.

Beverly Hospital's new wing.

Hospital unveils new entrance

BEVERLY – The old main entrance at Beverly Hospital was presented in its new form Sunday, the culmination of a project that for three years diverted visitors to other hospital entrances.

The new entrance was unveiled Sunday at noon, marking the end of the hospital's 100-year reunion weekend.

U.S. Rep. Nicholas Mavroules, D-6th District, gave the keynote address in an off-the-cuff speech about health issues and the federal budget deficit.

"Everything the hospital faces right now is triggered by the deficit," Mavroules said, "everything from catastrophic health to reimbursement costs."

The construction is one phase of a project dating back to 1985, said Grayce Kushmerek, hospital director of public relations. The purpose of the project was to put an addition on the front of the Johnson building, which was built in 1956.

"The addition allowed us to provide additional space on three floors so we could renovate those units," Kushmerek said. During construction, most of the hospital's four-bed rooms were eliminated and converted into single or double rooms.

"We found our patients preferred the private or semi-private rooms," she said. "The additional space allowed us to upgrade the facility for the patient."

Visitors to the hospital will find a "totally new look" to what used to be the old main entrance, Kushmerek said. Up until Sunday, visitors were diverted to the out-patient entrance, to the left of the new entrance.

The new entrance will be covered by the overhang of the newly constructed addition.

Weight loss program offered tonight

BEVERLY — A free orientation
weight loss program will be held toni
erly Hospital.

N... 10/11/88

HALLOWEEN SAFETY: The Cable Emerge
Center and the Beverly Hospital would like
children to have a safe and fun Halloween. Hal
een bags with safety tips are available in the er
gency room at Beverly Hospital and at the C
Emergency Center, 126 County Road, Ipswich.

Item 10/12/88

Breast health workshop

In support of Breast Cancer Awareness Week Oct. 17-23, the Cable Emergency Center and Breast Health & Education Center of Beverly Hospital will sponsor a free breast health workshop Monday from 7-8 p.m. in the conference room of the Cable Emergency Center, 126 County Road, Ipswich, at the intersection of Routes 1A and 133.

The workshop will be conducted by Dr. Donna Barnard, oncologist and chairman of the hospital's cancer committee, and Nurse Barbara Bruhm, director of women's health at Beverly Hospital.

The workshop will include discussions on mammography, theory of breast cancer, self-breast examination and early detection methods, as well as a tour of the mammography department. There will be no examination conducted at the workshop. In addition, a display booth will be available in the lobby of the emergency center with free materials.

For more information, call Tina Kethopulos, 922-3000, ext. 2480.

CITYSCENE

Times 10/13/88

CAPITAL GIFT: The Beverly Cooperative Bank has become the first donor in the Banking and Commerce Division of the Beverly Hospital building program and capital campaign. The gift was in recognition of the 100 years of community service being celebrated by both the bank and hospital. The goal of the hospital's campaign is to raise $1.3 million in contributions from all segments of the community. Total costs are estimated at $5 million in new construction and extensive renovation.

---

door.

Times 10.14.88

GOURMET PARTY: The Beverly Hospital Aid Association is presenting its fourth annual Gourmet Tasting Party on Sunday, Oct. 16 from 5 p.m. to 8 p.m. at the Shore Country Day School.

Twelve of the best restaurants and caterers on the North Shore will prepare a mouthwatering array of gourmet delights.

Proceeds will help support the Hospital Aid's pledge of $81,000 for the new Hospital Main Lobby and its ongoing commitment to the Elizabeth Torrey Johnson Memorial Scholarships.

For information, call 922-3000.

GOINGS ON

Times 10/13/88

BREAST CANCER AW
Awareness Week (Oct. 17-
Health and Education Ce
Breast Health Workshop
The workshop/seminar
Cable Emergency Center,
center is located at the ir
The workshop will incl
breast cancer, self-breast
tour of the Mammograph

There will be no examir
a mannequin with simula
able for participants to e
The workshop will be c
gist and chairman of the
Barbara Bruhm, R.N.,
Hospital.
In addition to the work
23, a display booth will be made available in the lobby of the Cable Emergency Center with free take-away materials. All area women are welcome to visit Cable and see the display.

Beverly Hospital Aid Presents Its 4th Annual Gourmet Tasting Party

Manchester Cricket 10/14/88

The Beverly Hospital Aid Association is presenting its 4th Annual Gourmet Tasting Party on Sunday, October 16 from 5 p.m. to 8 p.m. at the Shore Country Day School. This year's event is a particularly important one because it coincides with the 100th anniversary of Beverly Hospital.

A wonderful evening has been planned with twelve of the best restaurants and caterers on the North Shore preparing a mouth-watering array of gourmet delights. Nine participants are returning from previous years to rave reviews, they are: Boundary Turkey Farm, Manchester Gourmet Shop, Henry's, Hungry Fox Gourmet Shop, King's Grant Inn, Weylu's, William J. Creed & Sons, Woodman's, Sheraton Tara.

The three new participants will be adding some delicious new temptations. They are: Ponte Vecchio's, Scandia, Captains Courageous/Roger Griffiths Catering.

The featured wines of the evening are being provided by Cribari Wines.

The proceeds from this year's event will help support the Hospital Aid's pledge of $81,000 for the new Hospital Main Lobby and its ongoing commitment to the Elizabeth Torrey Johnson Memorial Scholarships which are awarded annually to former Candy Stripers and Junior Volunteers.

For ticket information, call the Volunteer Office at the Beverly Hospital at 922-3000.

10/13/88

State exten

By JOANNE MENESALE
News Staff

IPSWICH — State officials Wednesday gave the town an extension to come up with a site to locate 20 units of low-income family housing, but warned that funds to develop the former Cable Hospital for elderly housing hinge on the town's meeting that commitment.

After an hour-long meeting at the state Executive Office of Communities and Development (EOCD) Boston office Wednesday afternoon, Town Manager George E. Howe said state officials still consider the building of family housing and the development of Cable Hospital as a "package deal."

"The town's obligation in what is a package deal — in order that Cable be preserved and turned into elderly housing, is to come up

housing s

The jo
Hospital,
Harbor
tion of
break gr
in Nover
said that
out state

In July
fully subr
half of th
quested
funds, wi
of the Cab

"The m
it has bee
issue sol
Howe sai
Housing I
they cann
gage and
after the
been met.
fulfilled."

PSWICH

THE TIMES
THURSDAY
OCTOBER 13, 1988

Town to find new housing soon

By KELLEY BOUCHARD
Times staff

IPSWICH – Starting next week, the town has 90 days to make great strides toward finding a site for 20 units of low-income family housing.

The extension falls short of the Board of Selectmen's hope that the state would extend the deadline into next spring, giving the town until Town Meeting in April to come up with an appropriate site.

As a result, the Ipswich Housing Authority is expected to take the lead in the search for housing sites, said Town Manager George E. Howe, who met with state officials and IHA Director Raymond Daniels in Boston yesterday.

State officials yesterday gave a three-month extension to the town's Oct. 15 deadline to find an appropriate site. The extension also applies to the Ipswich Housing Authority (IHA), which had until Oct. 15 to find a site for 40 units of elderly housing.

Ipswich now has until Jan. 15 to fulfill its obligation to the state Executive Office of Communities and Development (EOCD) or it will lose a $4.6 million grant earmarked to build a total of 150 units of state-funded housing.

"We want to see clear signs of progress within the next 60 days, with acquisition of a site completed within 90 days at the latest," said Marsha Hertz, spokewoman for the state office.

"By Dec. 15, it should be clear that a site or sites would be secure by Jan. 15," Hertz said. "If we don't see clear signs of progress within 60 days, then the grant is in jeopardy."

In addition to covering the cost of the 20 low-income family units and the 40 elderly units, the state grant is expected to pay for the renovation of Cable Hospital into 70 units of low-income and market-value elderly housing.

"The housing authority is expected to take the lead in coming up with a site or sites for either combination or separate projects," said Howe.

Last week, the selectmen discussed joining efforts with the housing authority to find one parcel of land large enough to accomodate both the low-income family units and the elderly units.

If the selectmen and the housing authority join forces, the town may forego the need for a Town Meeting before April, Howe said.

IHA Chairwoman Sara O'Connor said she discussed with her board the possibility of combining family and elderly housing on one site, but that no conclusion was reached.

O'Connor said the IHA currently is considering eight possible sites for the 40 elderly housing units, some of which may also accomodate 20 units of family housing.

Selectmen Chairman Thomas A. Elliott said he supports sharing a site with the housing authority.

"I have absolutely no problem with that if we can find a site that can take 60 units," Elliott said. He pointed out that sharing a site would benefit the town.

Elliott said the housing authority and the town would be able to pool state grant money – $10,000 for each unit to provide sewer, water and road access – for a total of $600,000 to develop a site.

However, Elliott stressed that the earl deadline will once again force town officials to work quickly.

"I know the town has to pitch in its share," Elliott acknowledged. "But we've had two or three of these false starts already due to the fact that we're constantly working under the gun."

At town meetings earlier this year, voters turned down two site proposals – one on High Street and one on Town Farm Road – which would have fulfilled the town's obligation to the state to find a place of low-income family housing.

Urologist fined $30,000; must serve commun

Doc's guilty plea accepted

10/14/88

By THOMAS CONTENT
Times staff

BOSTON – Lynnfield urologist Constantine I. Kostas yesterday was fined $30,000 and sentenced to perform 400 hours of community service after he apologized for falsifying test results designed to help a new drug get approved.

U.S. District Court Judge Robert Keeton placed Kostas on two years' probation, choosing not to jail Kostas for an offense he nonetheless described as "very serious."

"I'm not going to impose a period of imprisonment, but I do want to say to you that that has been a very, very difficult decision for me," said Keeton as Kostas, 58, of 9 Cidermill Road, stood next to his lawyer, William Brown.

The most serious penalty Kostas could face is now in the hands

The FDA relationsl among d pharmac companie get new c approved has abus trust. . .an his positi If the falsi not been discovered, and the drug had been approved, Gurland said, the drug could have caused harm to patients

---

HOSPITAL SEMINAR: Beverly Hospital will sponsor a seminar on emergency care and the development of a pre-hospital system on Thursday, Oct. 27 from 8 a.m. to 4 p.m.

The program is intended for nurses, EMTs, paramedics and other health care professionals.

Fees for the full day seminar are $25 for RNs and LPNs, and $15 for EMTs and Paramedics. Contact hours will be awarded.

Preregistration is required. For information, call 922-3000, ext. 2230.

Times 10/18/88

Dte… [illegible]

Emergency care seminar

A seminar on emergency care and the development of a pre-hospital system will meet on Thursday, Oct. 27, from 8 a.m. to 4 p.m. at Beverly Hospital. The seminar is intended for nurses, EMTs, paramedics and other interested health care professionals. Topics include "Expansion of the Pre-hospital Care System," "Rescue Techniques and Organization," "Team Organization and Interaction," "EMS Issues and Advancements," and "Communication of a Transfer." The fee for the all-day seminar is $25 for RNs and LPNs and $15 for EMTs and paramedics. Registration is required. For more information, call 922-3000, ext. 2230.

Stop smoking

Beverly Hospital offers its Stop Smoking Clinic in two locations this year: Beverly and Ipswich. Introductory sessions will be held at Beverly Hospital at 4:30 and 7:30 p.m. on Sunday, Nov. 6, and at the Cable Professional Building in Ipswich at 7:30 p.m. on Monday, Nov. 7, after which registration will be held for those interested. The four-week, eight-session program will meet on Wednesdays and Sundays from Nov. 9 to Dec. 4 at Beverly and on Thursdays and Mondays from Nov. 10-Dec. 5 in Ipswich. For more information, call 922-3000, ext. 2480.

Breast health workshop

In support of Breast Cancer
17-23, the
enter and
tion Center
ll sponsor a
kshop Mon-
conference
rgency Cen-
Ipswich, at
utes 1A and

Drills to deal with disaster

• Exercise will close McPherson Drive Monday night

BEVERLY — The Beverly Emergency Planning Committee has announced that McPherson Drive will be closed to traffic for about three hours Monday, Oct. 24 for a mass casualty exercise.

Police Sgt. Dennis Tarsook said personnel from the police and fire departments, employees of Beverly Hospital and LifeLine Ambulance crews will be taking part in the exercise.

He said McPherson Drive will be closed from 6 p.m. to about 9 p.m. Motorists who use the road between Elliott Street and Federal Street are advised to seek alternate routes.

• Hospital plans training for first care providers

BEVERLY — Personnel at Beverly Hospital will conduct a seminar Thursday, Oct. 27 from 8 a.m. to 4 p.m. on emergency care and development of standards to be used by personnel who treat the sick and injured prior to their arrival at a hospital.

It has been designed for emergency medical technicians, paramedics and other health care professionals. Dr. Elliott Cohen, chief of emergency and ambulatory services at the hospital, and other professionals will discuss ways of expanding pre-hospital care systems.

There will be a fee for the seminar and interested persons may register by contacting the resource and program development office at the hospital.

Salem News 10/1[illegible]/88

ITALIAN COMESTIBLES

Officials discuss strategy for finding affordable housing site

10/19/88

By KELLEY BOUCHARD
Times staff

IPSWICH – Town officials now have a clearer idea of how they will find a site for 20 units of low-income family housing within the next three months.

After an executive session Monday night, the Board of Selectmen and members of the Ipswich Housing Authority (IHA) have a better understanding of the task ahead of them, Town Manager George E. Howe said Tuesday.

The selectmen called the executive session to discuss land acquisition with the housing authority.

Last week the state Executive Office of Communities and Development (EOCD) gave the town a 90-day extention to the Oct. 15 deadline for finding an appropriate site for the housing.

As a result of the meeting with state officials, the IHA will take the lead in finding a site or sites for the family housing, in addition to its site search for 40 units of elderly housing, Howe said.

During Monday's executive session, the IHA agreed to take on task of finding a site, said IHA Chairwoman Sara O'Connor.

The EOCD has offered the town $4.6 million in state grant funds to build 20 units of low-income family housing and 40 units of elderly housing. In return, the town must provide a site for the family housing by Jan. 15.

In addition, state support for 70 units of elderly housing, 28 of which will be for low-income residents, to be constructed with the renovation of Cable Hospital is de-

What does affordable mean

IPSWICH – What is low-income family housing?

It is a term used frequently without being readily defined. Often, it is unclear exactly who qualifies for low-income

At the higher end of the scale, a family of seven is eligible for low-income housing if its yearly income does not exceed $32,000, O'Connor said.

There are 492 families and

IHA takes on search for housing site

State grants extension

In an executive session Monday night, the Board of Selectmen decided it would no longer seek to put together a citizen's committee to search for a site for 20 units of low-income housing.

Instead, said Selectmen Chairman Thomas A. Elliott, it will look to the Ipswich Housing Authority to locate the site.

The selectmen originally said they were calling the closed door session to discuss the acquisition of land — an exception the state's Open Meeting Law allows. Town Manager George E. Howe said Tuesday the board did discuss specific sites.

"For the good of the town I'd say we acted properly," said Elliott. "The two boards getting together last night cleared up a lot of issues.

"For us to set up a committee and meet the Jan. 15 deadline would be

director for Harbor Development Corp., which is converting the building together with Beverly Hospital. But it allocated that money on the condition that Ipswich find a site for the 20 low-income family units.

"The project has to have those subsidies to work," said Carey. He said if EOCD should withdraw the subsidies, Cable Gardens, as the conversion is called, wouldn't get built.

Besides the extra housing for the elderly Ipswich would gain through the project, Carey also said the complex would contribute about $38,000 a year in taxes to the town.

The project, which will cost a total of about $10 million, is seeking a mortgage through the Massachusetts Housing Finance Agency, said Carey. He said he expects the loan closing will be held some-

October 20, 1988

Smoking cli
offered at Cab

Beverly Hospital will spo
The Stop Smoking Clinic in
locations this November.

Free introductory sessions will be held at 4:30 p.m. and 7:30 p.m. on Sunday, Nov. 6 in the Beverly Hospital Lecture Hall. The introduction will also be offered at 7:30 p.m. on Monday, Nov. 7 in the conference room of the Cable Professional Building in Ipswich.

For further information, contact the Beverly Hospital community relations department at 922-3000, extension 2480.

Beverly Hos
Stop Smokin

Free introductory ses
held at 4:30 p.m. and 7
Sunday, November 6 in
Hospital Lecture Hall. T
tion will also be offered
on Monday, November
ference room of the C
sional Building in Ipsw

Following a one hou
The Stop Smoking Cli
registration will be c
those who wish to enr
week, eight session pr

Beverly Hospital ses
on Wednesdays and Sundays from November 9-December 4. Ipswich sessions will be held Thursdays and Mondays from November 10-December 5.

The Stop Smoking Clinic is taught by former smokers who have quit through this same program. Instructors use group and individual methods to help overcome the smoking habit.

The program also offers a "helpline" for constant support to participants and graduates.

For further information, contact the Beverly Hospital Community Relations Department at 922-3000, ext. 2480.

SMOKING CLINIC: Beverly Hospital will sponsor the Stop Smoking Clinic in two locations this November. Free introductory sessions will be held at 4:30 p.m. and 7:30 p.m. on Sunday, Nov. 6, in the Beverly Hospital Lecture Hall. The introduction will also be offered at 7:30 p.m. on Monday, Nov. 7, in the conference room of the Cable Professional Building, in Ipswich.

Following a one-hour overview of the Stop Smoking Clinic program, registration will be conducted for those who wish to enroll in the four week, eight session program.

Beverly Hospital sessions will meet on Wednesdays and Sundays, from Nov. 9-Dec. 4. Ipswich sessions will be held Thursdays and Mondays, from Nov. 10-Dec. 5. For further information, contact the Beverly Hospital Community Relations Department at 922-3000, ext. 2480.

Times 10 21 88

Manchester Cricket 10-21-88

Seminar On Emergency C

A seminar on emergency care and the development of a pre-hospital system will be sponsored by the Beverly Hospital on Thursday, October 27.

The program is intended for nurses, EMT's, paramedics and other interested health care professionals. The seminar will be held from 8 a.m.-4 p.m.

The seminar will discuss levels of preparation for prehospital personnel, approaches to stabilization, mechanisms of transport and the nurse's role in preparation, stabilization and transfer.

Seminar topics and faculty include "Expansion of the Prehospital Care System" with Elliott Cohen, M.D., Chief of Emergency and Ambulatory Services at Beverly Hospital; "Rescue Techniques and Organization" with Mark Boldrighini, EMT-P, Lowell Fire Department; "Team Organizations and Interactions" with Susan Zackon, RN, CEN, Coordinator of Emergency Department at Beverly Hospital; "EMS Issues and Advancements" with Patrick Roselli, EMT-P,
Executive I
EMS; and
Transfer" w
Critical Car
Weston Hos

Concurren
offered to p
shops includ
tions" with I
dent of Bost
and Prepara
Child for Tra
RN, Senior
Children's H
"Aeromedic
Patricia Railsl
Flight; and
niques" with
ham Fire Dep
and Lyons An

Fees for th
$25 for RNs a
EMTs and Par
will be awarde

Interested
preregister wit
Resource and Program Development Department at 922-3000, ext. 2230.

News 10/25/88

BRIEFLY

Halloween bags available at hospital

BEVERLY — Friends of the Beverly Hospital are offering free Halloween bags, which include safety tips, at the hospital and at the Cable Center in Ipswich.

Diabetes talk set for Wednesday

BEVERLY — Dr. Joanne Mason, a board-certified endocrinologist from Harvard Community Health Plan, will speak on the latest information regarding treatment of diabetes Wednesday 7:30 p.m., at Beverly Hospital. The lecture is free.

Stop smoking clinic offered

BEVERLY — Personnel at Beverly Hospital will conduct a stop-smoking clinic next month in the hospital.

Introductory sessions will be held in the hospital lecture hall Sunday, Nov. 6 at 4:30 and 7:30 p.m. Those who wish to enroll in the program may do so following the the overview session. Classes will meet Wednesdays and Sundays from Nov. 9 to Dec. 4.

44 Pages SALEN

Hospital officials deny l

10/20/88

By LISA KOSAN
Times staff

we active
urrows an
they mad

– Robert

mity servi
s implied th
e involved
tal.
tive here
ould cont
id. "The

Danvers Herald P. 1 10.20.88

Two OB-GYNs will leave Hunt Hospital

Town officials were scheduled to meet last night to consider suing health maintenance organizations which may be illegally preventing Hunt Hospital from getting its share of the HMO market on the North Shore.

Town Manager Wayne Marquis said the town-owned hospital has not been allowed to function "on a level playing field." He said he was planning to meet last night with the town counsel, the hospital administrator and members of the Hunt Board of

Marquis said the departure of two members of Hunt's obstetrics staff for Beverly Hospital, Dr. Barry W. Burrows, chief of obstetrics, and Dr. John P. Keenan, may have involved an illegal restraint of trade on the part of North Shore Comprehensive Care and its parent HMO, the Harvard Community Health Plan.

More than half of the 769 babies b
were del
tors, acc
ports.

Obstetrician resignations bring threat of town suit

DANVERS — The chief of obstetrics and his partner submitted notices to Hunt Memorial Hospital of their intent to resign, effective in August, triggering the threat of a lawsuit by the Town of Danvers.

The loss of two of Hunt's five obstetricians is a major defeat for Hunt in its "baby battle" with neighboring Beverly Hospital.

In announcing their intent to leave Hunt, Dr. Barry W. Burrows, chief of obstetrics, and Dr. John P. Keenan said they could not continue to receive patient referrals from North Shore Comprehensive Care unless they transferred to one of its affiliated hospitals, such as Beverly Hospital.

Burrows and Keenan delivered more than half of the record 769 babies born at Hunt last fiscal year.

Town Manager Wayne Marquis said legal action against North Shore Comprehensive Care, a health maintenance organization, is a strong possibility. "We are not taking it lightly," Marquis told reporters. "We will respond forcibly."

LYNN ITEM 10 21.88

Officials c discrimin after MDs

10/21/88

By BRION O'CONNOR
News Staff

DANVERS — While officials from health maintenance organization and other medical groups deny municipal hospitals are being squeezed out of their market, Danvers officials maintain Hunt Hospital is being discriminated against.

This week, Alan G. Raymond of Havard Community Health Plan said HMOs will normally contract with an area hospital that provides the best
services to its cli

Harvard is affil
Shore Compre
(NSCC), a medica
Hunt obstetrician
rows and John P.
to.

Burrows and Ke
ing the Hunt, and
the town that they
erly Hospital next
Manager Wayne P.
the doctors are leav
because they would
able to receive pati
from NSCC at the Hu

Instead, those pa
be referred to Beve

n.
reasona

Good said Beverly Hospital has been extremely successful with HMOs because they've provided the best package. The only HMO on the North Shore that Beverly doesn't have is Tufts.

"I don't want to be painted as the bad guys here, I don't think we are in this case," said Good. "HMOs have the ability to choose who they want to do business with. HMOs have been selectiv nationwide."

municipals can't be as

Two more doctors in ties to Be

10/21/88

By LISA KOSAN
Times staff

BEVERLY – The loss of Hunt Memorial Hospital's chief of obstetrics and his partner to Beverly Hospital means that four-fifths of Hunt's maternity staff is moving to Beverly.

Dr. Barry W. Burrows, Hunt chief of obstetrics, and Dr. John P. Keenan will switch to Beverly Hospital next August. Meanwhile Dr. Steven B. Blumberg and Dr. Bernard J. Levine, two more Danvers obstetricians, requested recently that their affiliation with Beverly Hospital be strengthened.

The decision of Blumberg and Levine is another blow to Hunt Hospital's struggle to keep its positties with Beverly is not clear. Officials fro of Danvers, however, have said they are g anyone or organization that might be resp the loss of Hunt's doctors.

tion
mar
ing
statu
cials
Bl
shar
staff
activ
Both
ciate
Bl
Burr
plai
'Y
aske
to a
Wol
of o
I d
char

Patient may lose doctors

Times 10 21.88

I am just reading the article about the obstetricians leaving Hunt for Beverly. I'm very disappointed, as being a patient of doctors Keenan and Burroughs, I am very disappointed because I, personally, would not go to Beverly Hosptial. I'm considering trying to find two doctors who go to Hunt, because of this. I'm very displeased because I had recommended doctors Keenan and Burroughs to a lot of friends of mine. I'm very disturbed about this whole thing. I hope that, if doctors Burroughs and Keenan read this I'm thinking of they'll be losing me as a patient and I'll be losing two very fine doctors.

Beverly

60 pages 30 cents

HMOs key to doctors' move

ey to doctors' move

inside the hospital gave the doctors an unfair advantage.
e said he didn't leave be-
of any medical issues at

unfortunate political deci-
rced us to move our prac-
Beverly," and most of the
has been at Beverly ever
he said.
use of the growing business
ing babies, Beverly is in-
its capacity to handle
rths and treat acutely ill

and doctors, he said.

To date, Hunt has agreements with the U.S. Health Care and Bay State HMOs.

Discussions are already under way with several more HMOs, Stansberry said.

Although HMOs typically try to channel their business to a limited number of doctors and hospitals in order to get quantity discounts, Stansberry said Hunt would be willing to offer competitive prices

number
probably
e ones as
re hospi-

confi-
able to
fore its
time to

he best
the ad-
on and
e said.
cent of
78 per-
large

oyalty
spital,"
l and
stand
t un-
want

Hospital contends it has been squeezed out of area's HMOs

By Christopher Hill

> 'We're not going to let ourselves get excluded from the market that we have served so well. The HMOs have just frozen us out of the market.'
> — Paul Kenny

Faced with the defection of key members of Hunt Hospital's obstetrics staff to rival Beverly Hospital, the town is poised to take legal action against health maintenance organizations for engaging in what the town counsel labelled "violations of anti-trust laws."

The departure next summer of Dr. Barry W. Burrows, chief of obstetrics, and his partner, Dr. John P. Keenan, could prove to be a devastating blow to the hospital's maternity services, and town officials have announced they will not take that news lying down.

Burrows and Keenan were responsible for delivering more than half of the record-setting 769 babies born at Hunt Hospital in the last fiscal year.

Earlier this
Keenan notifi
tor David Sta
tion to quit th
gust and m

practices to Beverly Hospital.

According to Stansberry, Keenan said the move was at least partly due to the decision of a North Shore affiliate of the Harvard Community Health Plan HMO to refer maternity patients exclusively to doctors at Beverly Hospital.

There could be more bad news on the horizon for Hunt Hospital's profitable maternity program. Two other members of the five-member obstetrics staff, doctors Steven B. Blumberg and Bernard J. Levine, have applied to become active staff members at Beverly Hospital, where they are currently associate staff members.

said he did not know if

Danvers Herald 12/27/88

targeted.

He said legal action, for example, might be taken against North Shore Comprehensive Care, an affiliate of

two H
Health
affilia

Beverly needs doctors

Times 12·28·88

After reading several comments in the Times about the Danvers obstetrician/gynecologist doctors leaving Danvers and moving their practice to Beverly, I would like to put in my two cents. I feel very sorry for the Danvers patients losing their doctors. I have had it happen myself, in the past. However, I think all doctors have a perfect right to practice where they choose to practice. I also know that Beverly is in need of new obstetricians and gynecologists. After recently trying to find a doctor

---

And Assistant Administrat
was the bearer of good financ
reported that the hospital e
plus of $54,599 for the first qu
1989, compared to a first-qua
$390,276 on Sept. 30, 1987.

Not a word was mention
the plans of Dr. Barry W
obstetrics, and his asso
Keenan, to transfer their

'Hats off' to doctors

12/27/88

Hats off to doctors Barry W. Burrows and John P. Keenan for their fine decision to leave Hunt Hospital and join Beverly Hospital. As you well know, not only is your physician important, but the surrounding facility and auxiliary help – radiology, anesthesia, nurses, far superior at Beverly Hospital. They made the right choice and the right decision to come to Beverly. Welcome to the doctors.

Beverly

---

in response to the statement by Danvers Town Counsel Paul Kenny that the town won't won't rule

ughs will consider all these
liver at
t other

BEVERLY

Mock disaster

raining

herson Drive

COMMUNITY

Kids Love Good Works

A unique way for children of hospital employees to spend part of their summer is a qualified hit. Beverly Hospital's "Good Works" day camp gives children the chance to see what life is really like inside a hospital. From the donning of surgical scrub shirts to assisting with an appendectomy on a life-sized teddy bear, the experience of being in a real hospital helps to correct the somewhat skewed impres-

Times 10/26/88

DIABETIC EXCHANGE: The Diabetic Exchange, a chapter of the American Diabetes Association, Inc., will meet on Wednesday, Oct. 26, at 7:30 p.m. at Beverly Hospital.

Dr. Joanne Mason, a board-certified endocrinologist from Harvard Community Health Plan, will speak on the latest treatments for diabetes, including pancreas transplants.

The Diabetic Exchange is a monthly support group for diabetics, their families and friends. Each monthly meeting will focus on a different topic.

Meetings are held on the last Wednesday of each month and admission is free.

For information, call 922-3000.

PAPER DRIVE: North Beverly Boy Scout Troop 4 will hold its quarterly paper drive on Saturday.

Lynn Item 10.26.88

ionships, financial and social
tions.

re-registration is required. For
information, call 922-3000, ext.

PREGNANCY PROGRAM: A program for women who are considering pregnancy will be sponsored by the Beverly Hospital on Tuesday, Nov. 15, from 7 to 9 p.m.

Discussions on nutrition, lifestyle changes and the effects of smoking, alcohol and drugs, will be offered.

Pre-registration for the program is requested. For information, call 922-3000 ext. 2200.

North Shore Comprehensive Care in its Orchard Lane, Danvers, office.

Dr. Michael Gordon received privileges in internal medicine, endocrinology and metabolism. He received his medical degree in 1982 from University of Rochester School of Medicine and completed his internship and residency at Presbyterian University Hospital, Pittsburgh, Penn. He also completed a fellowship in endocrinology at Brigham and Women's Hospital and is board certified in internal medicine, endocrinology and metabolism. He has opened offices in Ipswich and Topsfield.

Dr. Ronald Hartfelder, a 1983 graduate of University of Vermont College of Medicine, received privileges in internal medicine and gastroenterology. He completed
tr
Fo

Calif. He is board certified in internal medicine and is practicing at North Shore Medical Park, Peabody.

Dr. Linda Ivy graduated in 1985 from University of T
Health
eted in-
family
cal Cen-
She has
practice

ved his
Johns
he also
completed training. He received privileges in internal medicine and gastroenterology. He served a fellowship in gastroenterology at Mass General Hospital and is board certified in both internal medicine and gastroenterology. He has an office in Salem.

Dr. Edward Splaine, a general surgeon, received his degree in 1964 from Tufts Medical School. He completed internship and residency at St. Elizabeth's Hospital, Brighton, and is board certified in surgery. He also has a practice located in Gloucester.

Dr. Daniel Steece is a 1984 graduate of University of Vermont College of Medicine. He completed training in obstetrics and gynecology at University of Minnesota hospitals, Minneapolis, Minn. He has joined the practice of As-
ces in Ob-Gyn, with offices in
ody and Beverly.

Program on pregnancy

A program for women who are considering pregnancy will be offered at Beverly Hospital Nov. 15 from 7-9 p.m. The free program will include guest speakers Dr. Daniel Steece and Dr. David DiChiara, obstetricians, and Joy Hughes, R.N., prenatal educator.

Steece will discuss lifestyle changes, nutrition, exercise, and the effects of smoking, alcohol and drugs.

DiChiara will present an over-

Program For Women at BH

Cricker 10.28.88

A program for women who are considering pregnancy will be sponsored by the Beverly Hospital on Tuesday, November 15 from 7-9 p.m.

The program will be held in the multi-purpose room of the Cardiac Rehabilitation Department and is open to all interested women, free of charge.

Guest speakers will include Dr. Daniel Steece and Dr. David DiChiara, obstetricians; and Joy Hughes, RN, prenatal educator.

Dr. Steece will discuss lifestyle changes, nutrition for pregnancy, the effects of smoking, alcohol and drugs, and exercise for pregnant women.

Dr. DiChiara will present an overview of the expected physical changes in pregnancy, physical issues of particular concern to women over age 30 and prenatal testing.

Ms. Hughes will conclude the program with a discussion on work, relationships, financial and social situations.

Preregistration for the program is requested. Interested women may call 922-3000, ext. 2200.

Hospital Lab Accredited

Cricket 10.28.88

The laboratory at Beverly Hospital has been awarded a two year accreditation by the Commission on Laboratory Accreditation of the College of American Pathologists, based on the results of a recent on-site inspection.

John D. Batjer, M.D., FCAP, commission chairman, advised the laboratory of this national recognition and congratulated its staff for the "excellence of services being provided."

Commission inspectors had examined the lab's records and quality control systems for the preceding two years, in addition to the education and qualifications of staff, adequacy of the facilities, equipment, safety policies and management to determine how well the laboratory is serving the patient.

The CAP laboratory accreditation program is one of the few recognized by the federal government as requiring adherence to standards equal to or more stringent than those of the government.

Cricket 10.28 88

THE MANCHE

New Physicians At Beverly Hospital

Seven new physicians were recently appointed to the Beverly Hospital medical staff.

Dr. Pamela Dietz, a pediatrician, was appointed to the associate staff. A 1985 graduate of New Jersey Medical School, she completed internship and residency at Massachusetts General Hospital.

Dr. Dietz is associated with North Shore Comprehensive Care in their Orchard Lane, Danvers office.

Dr. Michael Gordon received privileges in internal medicine, endocrinology and metabolism. He received his medical degree in 1982 from University of Rochester School of Medicine and served his internship and residency at Presbyterian University Hospital, Pittsburgh.

Dr. Gordon also completed a

Dr. Linda Ivy gr
from University c
Science Center.
internship and res
practice at Memoria
Corpus Christi.

Dr. Ivy has opened an office for family practice at 10 Bourbon Street, Peabody.

Dr. Steven Rubin was granted privileges in internal medicine and gastroenterology. He received his medical degree in 1970 from Johns Hopkins University, where he also completed training.

Dr. Rubin served a fellowship in gastroenterology at Massachusetts General Hospital and is board certified in both internal medicine and gastroenterology. His office is located
79 Highland Avenue, Salem.

. Edward Splaine, a general sur-
, received his medical degree in
4 from Tufts Medical School. He
pleted internship and residency at
lizabeth's Hospital, Brighton and
ard certified in surgery.

r. Splain practices at 302 Wash-
on Street, Gloucester.

. Daniel Steece is a 1984 gradu-
f University of Vermont College
edicine. He completed training in
etrics and gynecology at Univer-
of Minnesota Hospitals, Min-
olis.

. Steece has joined the practice
sociates in Ob-Gyn, with offices
abody and Beverly.

Stop Smoking At Beverly Hospital

Shoppers News 10/27/88

Beverly Hospital will sponsor The Stop Smoking Clinic in two locations this November.

Free introductory sessions will be held at 4:30 p.m. and 7:30 p.m. on Sunday, November 6 in the Beverly Hospital Lecture Hall. The introduction will also be offered at 7:30 p.m. on Monday, November 7 in the conference room of the Cable Professional Building in Ipswich.

Following a one hour overview of The Stop Smoking Clinic program, registration will be conducted for those who wish to enroll in the four week, eight session program.

Beverly Hospital sessions will meet on Wednesdays and Sundays from November 9 - December 4. Ipswich sessions will be held Thursdays and Mondays from November 10 - December 5.

The Stop Smoking Clinic is taught by former smokers who have quit through this same program. Instructors use group and individual methods to help overcome the smoking habit.

The program also offers a "helpline" for constant support to participants and graduates.

For further information, contact the Beverly Hospital Community Relations Department at 922-3000, ext. 2480.

THE TIMES
FRIDAY
OCTOBER 28, 1988

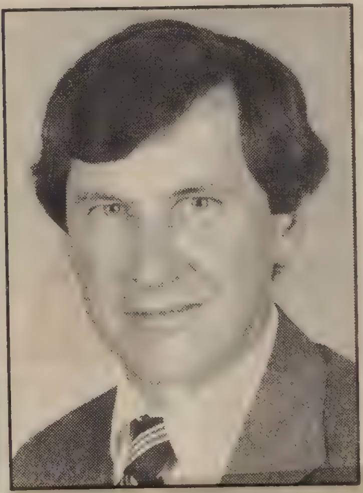
Doctor opens practice

Dr. Michael S. Gordon has opened his practice for internal medicine and endocrinology in Ipswich and Topsfield.

Dr. Gordon formerly resided in the Boston area, where he recently completed a clinical and research fellowship in endocrinology at Brigham and Women's Hospital and held an appointment in the Department of Medicine at Harvard Medical School.

He has moved to Ipswich in order to devote full-time efforts to his new medical offices at Cable Professional Center, Ipswich and 50

News 10.28.88



CARL A. SODERLAND

□

BEVERLY — Carl A. Soderland, MD, has joined North Shore Comprehensive Care, a multi-specialty group practice wuth locations in Danvers, Beverly and Ipswich. He will start practicing internal medicine and will be acting medical director by Jan. 1 in the Ipswich facility, 38 North Main St. He graduated with honors from Dartmouth College and the University of Rochester School of Medicine. He practiced internal medicine in Ipswich for six years before becoming medical director at GTE Sylvania in Danvers.

□

Free blood pressure checks

Gloucester Times Oct. 31, 1988

The Bay Area Visiting Nurse Association will sponsor a free blood pressure clinic on Friday from 9 a.m. to 11 a.m. in the lobby of the Cable Emergency Center. All area residents are welcome, and appointments are not necessary.

---

octors 'were merely pawns'

The Times is to be commended on the coverage of e doctors' move to Beverly Hospital from Hunt. hanks to your reporting, it's obvious that the issu xtends far beyond doctors Barry Burrows' an John Keenan's desire to utilize Beverly Hospital, rather than Hunt. Although the doctors anticipated greater financial gain, I suspect that they will soon find they were merely pawns in a complicated game being played by much larger powers. Assume that some enterprising doctor steps into the gap at Hunt, I predict a veritable stampede of patients who would rather switch doctors, than hospitals.

Wenham

Times 11.1.88

Taking care of your back

Gloucester Times Oct. 31, 1988

Beverly Hospital will sponsor a "back school" in the physical therapy department on Nov. 10, 15 and 17 from 6:15 to 7:30 p.m.

Registered therapists, an occupational therapist and a registered nurse will conduct the series, planned to help those who have back injuries or wish to avoid injuries.

The series will cover anatomy of the spine and how injuries occur, exercise, body mechanics, posture, nutrition and stress management.

A fee of $45 will be charged for the series, and enrollment is limited. Those wishing to register, or wishing more information may call the physical therapy department at 922-3000, extension 2670.

Gloucester Times - Nov. 2, 1988

Taking care of your back

Beverly Hospital will sponsor a "back school" in the physical therapy department on Nov. 10, 15 and 17 from 6:15 to 7:30 p.m.

Registered therapists, an occupational therapist and a registered nurse will conduct the series, planned to help those who have back injuries or wish to avoid injuries.

A fee of $45 will be charged for the series, and enrollment is limited. Those wishing to register, or wishing more information may call the physical therapy department at 922-3000, extension 2670.

Hospital Aid hosts blood drive Friday

BEVERLY — The Beverly Hospital Aid Association is sponsoring a bloodmobile Friday from 9 a.m. until 3 p.m. in the lecture hall at Beverly Hospital.

Hospital officials note that more than 100 hospital employees have registered to donate blood. Purpose of the drive is to replenish the hospital's supply of blood for emergency and surgical purposes.

Those wishing to make an appointment may contact the community relations office at the hospital.

News 11.1.88

BLOODMOBILE: A bloodmobile will be held Nov. 4 from 9 a.m. to 3 p.m. at Beverly Hospital in the lecture hall.

Sponsored by the hospital Aid Association, more than 100 employees of the hospital have already registered to donate.

The Red Cross is depending on this drive to help assure that blood supplies are kept at adequate levels for emergency and hospital needs.

All eligible donors are urged to attend and may schedule an appointment by calling 922-3000, ext.

Times 11.1.88

Times 11.2.88

GOINGS ON

INSTALLERS NEEDED: Beverly Hospital is looking for a few men or women who are mechanically inclined to install Lifeline personal emergency response units in the homes of senior citizens.

Minimum commitment of half day per week is required. For information, call 922-3000, ext. 2308.

Hospitals fail free care check

By JOHN LAIDLER 11/2/88
News Staff

BOSTON — Massachusetts hospitals are not following regulations requiring them to inform patients of their rights to free care, two groups that surveyed hospitals on the North Shore and the Boston area charged Tuesday.

The groups, which visited 25 hospitals between April and August, 1987, found 28 percent did not post signs informing patients they may be eligible for free care. Of those posted, 25 percent were not visible to the public and 50 percent not readable.

The survey also found 52 percent of the hospitals had no signs posted in the patient accounts or billing departments and most hospital personnel had an inadequate knowledge of free care pool regulations.

But Richard Pozniak, director of the Massachusetts Hospital Association, said it was "absolutely false" to "imply that hospitals are in some way discriminating against the poor, the indigent and the uninsured" by not posting signs.

He said hospitals were currently posting signs. Moreover, he said hospitals reg

the

Hospitals deny free co

Dem 11.3.88

BOSTON — Spokesmen for hospitals on the North Shore and in the Boston area today denied that the hospitals have failed to notify low-income patients that they may be eligible for free care.

A survey conducted for Health Care for All, a consumer group, said 28 percent of 25 area hospitals checked did not post conspicuous signs giving their free-care policies, as is required by state law.

Posted signs often were out-of-the way and printed in small type or only in English, according to the group's report.

Spokesmen for several of the North Shore hospitals cited in the report today disputed the health consumer group's claims as inaccurate or outdated.

"We've been publicizing the availability of free care for more than a decade," said Salem Hospital spokesman Brian Wallin.

SUSAN T. SHERRY
Consumer health advocate

month, it had "two small but hard to read signs."

According to Wallin, Salem has

Su
Pe

BO
earlie
ailing
visory
who''
Th
the p
Wome
Hosita
Life In
Cross
SHER
cite
Add
Hun
vers

Health fair planned Nov. 17

Ips. Chron. 11.3.88

The Bay Area Visiting Nurse Association and Cable Emergency Center will sponsor a health fair for residents of Rowley on Thursday, Nov. 17, from 10 a.m. to 1 p.m. at the First Congregational Church on Main Street.

Free screenings to be conducted will include diabetes testing, blood pressure, lung capacity, posture check and hearing. A cholesterol screening will also be made available for a fee of $6.

There will also be information booths on senior services, maintaining good health and disease prevention.

IPSWICH

Cable developers c finance low-cost h

By JOANNE MENESALE 11/2/88
News Staff

IPSWICH — In exchange for putting up money to help buy a site for low-income fam- ousing, the developers of the former Ca- Hospital could be eligible for a tax break they recoup those funds.

at was the newest proposal presented to :men Monday night as a way for the town fill its obligation to help build low-in- family housing in Ipswich.

Ipswich Housing Authority has been the job of locating a site in town to build units of family housing. The town is ob- d to pay for any shortfall in acquiring nd that is not covered by the state's site ition budget.

n Manager George E. Howe said one f making sure any budget shortfall is for Harbor Development and Beverly al, the joint developers of elderly hous- the former Cable Hospital, to put up

state Executive Office of Communities velopment has linked the two projects, it will not release funds for Cable until a site is found for family housing.

Howe said selectmen could sign a agreement in which Harbor Develop Beverly Hospital would make a d payment in lieu of taxes to recoup t they put up to acquire a family ho The Cable Gardens development wo the Ipswich tax rolls for 15 years unc tax agreement.

Cable Gardens would pay no ta town until the project developers paid back for whatever they had pai any Housing Authority shortfall. time, they would make a payment taxes until the 15-year span was o the property would go back on the ta

"It's an alternative that should very serious consideration because of getting the job done with some c Howe said.

The town is under a Jan. 15 dead EOCD to find a site for family housi losing a grant in excess of $4.6 millio both family and 44 units of elderly h

Howe said the grant includes a site acquisition and infrastruc provements. EOCD officials have

Lynnfield - W. Read. Shoppers News 11.3.88

"Back School" At Beverly Hospital

A "back school" will be sponsored by the Beverly Hospital physical therapy department in November.

The three-part series on back care will be held on November 10, 15 and 17. All sessions will meet from 6:15 - 7:30 p.m. in the physical therapy department.

Registered physical therapists, an occupational therapist and registered nurse will conduct the series, designed for those who have back injuries or wish to avoid injuries.

The series will cover anatomy of the spine and how injuries occur, exercise, body mechanics, posture, nutrition and stress management.

A fee of $45 will be charged for the series.

Enrollment in the back school is limited. For registration or further information, contact the physical therapy staff at 922-3000, ext. 2670.

Cricket 11.4.88

Back School At Beverly

A "back school" will be sponsored by the Beverly Hospital physical therapy department in November.

The three-part series on back care will be held on November 10, 15 and 17. All sessions will meet from 6:15-7:30 p.m. in the physical therapy department.

Registered physical therapists, an occupational therapist and registered nurse will conduct the series, designed for those who have back injuries or wish to avoid injuries.

The series will cover anatomy of the spine and how injuries occur, exercise, body mechanics, posture, nutrition and stress management.

Enrollment in the back school is limited. For registration or further information, contact the physical therapy staff at 922-3000, ext. 2670.

Times 11/10/88

BACK SCHOOL: A "back school" will be sponsored by the Beverly Hospital physical therapy department in November.

The three-part series on back care will be held on Nov. 10, 15 and 17. All sessions will meet from 6:15-7:30 p.m. in the physical therapy department.

Registered physical therapists, an occupational therapist and registered nurse will conduct the series, designed for those who have back injuries or wish to avoid injuries.

The series will cover anatomy of the spine and how injuries occur, exercise, body mechanics, posture, nutrition and stress management.

A fee of $45 will be charged for the series.

Enrollment in the back school is limited. For registration or further information, contact the physical therapy staff, at 922-3000, ext. 2670.

Salem News 11.11.88

Benson wins health-care scholarship

SALEM — Harbor HomeCare Supply of Salem has presented their Community Health Scholarship to Hillary J. Benson of Lawrence, a graduate student at Salem State College with a clinical specialization in Community Health.

Benson is a full-time graduate student and recently worked part time for the Lawrence Visiting Nurse Association. She was selected on the basis of her exemplary grades, concern for community health, financial need and ability to express goals she would like to achieve as a community health professional.

In an essay presented to the scholarship committee

Times 11/10/88

SCHOLARSHIP GIVEN: Harbor HomeCare Supply of Salem presented its community health scholarship to **Hillary J. Benson** of Lawrence a graduate student at Salem State College with a clinical specialization in community health.

Hillary Benson

Benson is a full-time graduate student and, most recently, worked part time for the Lawrence Visiting Nurse Association. She was selected on the basis of her grades, her concern for community health, her financial need and her ability to express the goals she would like to achieve as a community health professional.

In an essay presented to the scholarship

Cricket 11.11.88

THE MANCHES

Holiday Happening At Beverly Hospital

A "Holiday Happening" will be held in the Beverly Hospital lecture hall on Friday, November 18 from 10 a.m.-3 p.m.

Sponsored annually by the hospital Aid Association, this year's preholiday sale features several new crafters and events.

An apple festival will display fresh apples in baskets, pies, crisps and more. The bake table will offer numerous homemade items.

Tables will offer many types of unique holiday and gift items, handcrafts, children's toys and gold jewelry.

Independent raffles will also be available, where you can buy chances to win the items of your choice, such as dinner for two at local restaurants, a case of wine and several other offerings.

The "Holiday Happening" is open to the public.

Times 11/11/88

LETTERS

Care is of concern

Like most people who write to express a view or to expose an issue, I hold intensely strong feelings for the subject at hand. It threatens to affect the rights of myself and a great many other people in a very personal as well as financial manner.

The word, childbirth, can conjure a thousand images to the mind of a reader, in differing variety; one may imagine a warm, joyous event. Another person may close their eyes in indelibly recalled pain, and still another may first consider the bill for hospital care or battles with their insurance company over coverage. One thing many of us do share is a bond of loyalty to our physician, hospital, and nurses where our children were brought into the world. My husband and I are no different. There is no question in our minds that our next child will be delivered at the Hunt Hospital, God willing . . . Or, should I say, HMO willing?

Newspaper accounts lead us to believe that the North Shore's two most popular obstetric physicians will no longer be delivering babies at the Hunt Hospital after August next year. For those of us who do not plan or desire to deliver babies at Beverly Hospital, this gives us a rather sick and angry feeling in our stomachs. Why were we the subscribers of the North Shore Comprehensive Care/Harvard Community Health Plan, not in any way consulted or notified? Are we considered mere cattle to be shuffled off to the highest bidding hospital, regardless of our reasons and needs?

In 1987 when my husband and I sorted through insurance plans, we chose the North Shore Comp. Care plan only after we were positively assured that the following criteria would be met: A) That we could be treated medically and deliver (a child) at Hunt. B) That we could avail ourselves of the services of the doctors, Keenan and Burrows, when we were in need of obstetric care.

In faith that these were gauranteed, we joined.

Times 11.14.88

HOLIDAY HAPPENING: A Holiday Happening will be held in the Beverly Hospital lecture hall on Friday, Nov. 18, from 10 a.m. to 3 p.m.

Sponsored annually by the Hospital Aid Association, this year's pre-holiday sale features several new crafters and events.

An apple festival will display fresh apples in baskets, pies, crisps and more. The bake table will offer numerous homemade items.

Tables will offer many types of holiday and gift items, handcrafts, children's toys and gold jewelry.

Hospital Aid holds Holiday Happenings

News 11.14.88

BEVERLY — The Beverly Hospital Aid Association will hold its Holiday Happenings Friday, Nov. 18 from 10 a.m. to 3 p.m. in the lecture hall at the hospital. The holiday event will feature an apple festival, a bake table featuring homemade pastries, gift items, children's toys, and gold and jewelry.

There will be several raffles featuring prizes such as a dinner for two at local restaurants and other offerings from area businesses.

Times 11.16.88

Writer makes a 'very good point'

I believe that Mrs. Susan E. Cole Denault of Ipswich, makes a very good point. People who choose health care with an HMO are treated like cattle. Their wishes are not kept or of concern. They are just so many commodities to be sold to the highest bidder. One may want to have good quality care but, I think, to take and move people from Hunt Hospital, where they have been satisfied, to Beverly, because of a highest bidder being Beverly, takes the personality out of medical care. It makes you a commodity. I think people can vote with their feet. They can move. It might not be practical, but they can move. If few people move, then maybe the HMO will get the message.

We are not cattle. We are people, with feelings and desires.

Wenham

Hunt may go to court over HMO competition

By BRION O'CONNOR 11.16.88
News Staff

DANVERS — Town officials are taking a look at area law firms with an eye toward taking legal action to defend Hunt Hospital's right to compete in the health maintenance organization market.

Town manager Wayne P. Marquis said he has given Town Counsel Paul L. Kenney permission to hire a Boston law firm, provided that the firm doesn't have any previous or current business ties with HMOs.

Marquis didn't reveal the name of the law firm, but said the town was hiring an outside firm because "this is a fairly specific area of law."

Town officials have charged that Hunt Hospital has been the victim of anti-trust and unfair labor practices from HMOs and other medical insurance organizations. Those charges were prompted by the resignations of the Hunt's leading obstetricians, Barry W. Burrows and John P. Keenan.

The two physicians will leave Hunt next August to assume full-time positions at Beverly Hospital. The obstetricians said they couldn't receive patient referals from North Shore Comprehensive Care except at an affiliated hospital, such as Beverly.

While Beverly Hospital has contracts with 12 HMOs, Hunt has just three, and Marquis and Kenney said the municipal hospital is being dealt an unfair hand.

However, Marquis and hospital officials said recently they don't see the defection of Burrows and Keenan as the beginning of a mass exodus of doctors from Hunt.

"If this is the beginning of anything outside the ordinary, I don't have any information to that effect," said Marquis.

Dr. Dougald C. MacGillivray, chief of staff at Hunt, said: "I think the move (by Burrows and Keenan) was prompted by economic pressures. The HMO factor was a large one."

But when asked if he was anticipating more defections, MacGillivray said "I don't see a trend so far."

However, Philip W. Jefferson Jr., chairman of the Hunt Board of Trustees, said "there could be" other doctors leaving. He said the board had to be prepared for that possibility.

Jefferson said the Hunt had other benefits, outside of HMOs, that help attract and keep physicians.

"Patients want to come to the Hunt," he said. "HMOs are only a part of it. The other part is the quality of care you receive. The breadth of services delivered there (at Hunt) is quality all the way through.

"It's important that the doctors feel comfortable there, and are getting quality services." Jefferson added.

Still, he acknowledged "we're trying to attract more HMOs, or to see that the HMO evaluates the Hunt on an even playing field basis."

MacGillivray said HMOs, with 25% of the health care market, are a force to be reckoned with, and municipal hospitals have had a difficult time attracting them.

"So far, municipal hospitals have not been able to meet their demands for desirability," he said. "It's more cumbersome, more difficult to deal with municipal hospitals."

Oftentimes, it's state and federal regulations that handcuff municipal hospitals, said MacGillivray.

"I think HMOs have to be driven by the financial factor," he said. "I don't mean to imply that's the only factor. You're also looking at the quality of the facility and the size of the staff.

"But an HMO will only succeed if they can provide services at a lower cost," said MacGillivray.

TODAYS MAGAZINE 11/88

Cable Emergency & Beverly Hospital Happenings

Beverly Hospital is sponsoring a Stop Smoking Clinic to meet on Wednesdays and Sundays from Nov. 9 to Dec. 4. Ipswich sessions will meet on Thursdays and Mondays from Nov. 10 to Dec. 5.

The clinic is taught by former smokers who have quit through the program. Instructors use group and individual methods to help overcome the smoking habit.

The program also offers a "helpline" for constant support to participants and graduates.

For more information, contact Beverly Hospital Community Relations, 922-3000, Extension 2480.

- A three-part "back school" is being sponsored by the Beverly Hospital physical therapy department Nov. 10, 15 and 17 from 6:15 to 7:30 p.m. in that department.

Registered physical therapists, an occupational therapist and a registered nurse will conduct the program which is designed for persons who have had back injuries or wish to avoid them.

The series will cover anatomy of the spine, how injuries occur, exercise, body mechanics, posture, nutirtion and stress management.

The fee is $45 and enrollment is limited. Call Extenstion 2670 for details.

- The Bay Area Visting Nurse Assiociation will sponsor a free blood pressure clinic Dec. 16 from 9 a.m. to 11 a.m. at Cable Emergency clinic. All area residents are welcome.

Backs HMO

Times 11/21/88

I joined an HMO several years ago, when the option first became available where I work. I kept my same personal physicians, and so did my family members. My daughter had a serious problem and we went to the best specialists, including at Mass. General, and all for only $3 a visit. I couldn't be happier with my HMO, and people should not call in and charge them just because they have a personal complaint. I would resent any attempt to eliminate my HMO. It has been very special to me. It has saved me thousands of dollars and I have been very happy with my doctors.

Beverly

Salem News 11.21.88

Banks' gifts boost hospital's Century Fund

BEVERLY — Major gifts from the Beverly National Bank and the Warren Five Cents Savings Bank have pushed the bank and commerce division of Beverly Hospital's Century Fund over the 50 percent mark.

Hospital officials said under the chairmanships of Peter Hersee, Lawrence Smith and Richard Southwick, the bank and commerce phase has been soliciting funds since last October.

"Our goal for the Century Fund is to raise $1.3 million to help finance new construction and renovation of the Johnson Building and the main entrance to the hospital," said John L. Good, vice-president for community relations and development.

"We are most grateful for the high level of support already evident from the community in the early stages of our public phase," Good added. "Our employees' aid association, trustees and corporators have surpassed their goals for giving to the campaign, and it is gratifying to see significant early returns from our community divisions as well."

The community relations director also praised the growing volunteer network that will be assisting the fund raising effort.

Working for the banks and commerce division are George Andrews, Bank of New England; Kenneth Colby, Gordon College; James Davies, Montserrat College of Art; Allan Forsstrom, Heaphy & Forsstrom; Richard Gourdeau, Gourdeau Construction; Robert H. Gove, Gove Lumber; Daniel Klemis, Vincent-Klemis Chiropractic offices; David Lawson, Beverly National Bank; Robert Lee, HotWatt; Nancy Luther of Topsfield.

Also, Charles Maratta of Beverly, Ernest M. Santin, Strato Medical Corp.; Philip Sher, Blueberry Hill Healthcare; Barry Sullivan, Sullivan & Drooks; David Swanson, Henry's Market; James Townsend, Townsend Oil; and Michael Zmijewski, certified public accountant.

Hospital officials noted that following the banks and commerce phase of the campaign, there will be drives by physicians, industrial organizations, residential groups, clubs and service organizations. The Century Fund is scheduled to conclude next year to coincide with completion of the building and renovation program.

THE SALEM, MASS., EVENING NEWS — MONDAY, NOVEMBER

11/21/88

aurel Ridge ill languishes ver two issues

nCom expected to issue ler of conditions Dec. 1

IN NOVACK
taff

ERLY — Laurel Ridge, a sed congregate elderly g project which has drawn aves and raspberries since unveiled last year, still sits Planning Board table as ey issues wait to be re-

last week, the city's Con-on Commission closed the hearing on the devel-t. The board will likely is-order of conditions at its eeting Dec. 1, according to an Raymond A. Bouchard.

commission has 21 days ne closing of the public hearing portion to issue mandates designated to protect wetlands at the building site on 40 acres off Hale Street near Endicott College.

Beverly Hospital, the would-be developer of the congregate elderly project, is also awaiting the disposition of a court appeal filed by a group of residents who oppose the project.

The residents, who formed a group called RSVP (Residents Seeking a Voice in Planning), has appealed to the court to overturn a Planning Board ruling which allowed the 190-unit congregate elderly project.

According to hospital spokesman John Good, no court hearing date has been set.

Of the Conservation Commission hearings, Good said he was encouraged that the hospital made a constructive presentation to the board which he hopes will be well received.

The residents who make up the loosely-knit RSVP come mainly from the Hale Street area where the project is proposed. The group states the project will bring too much traffic to Route 127 and will affect the character of the area.

Debate over congregate elderly housing reached such a pitch that Mayor F. John Monahan attempted to write the zoning amendment out of the books. Laurel Ridge is the first proposed congregate housing project since aldermen created zoning for such housing last year.

Under a congregate elderly housing arrangement, residents share common areas, such as kitchens. This allows developers to put more units in a development than possible under other zoning restrictions.

Proponents of congregate housing say such an arrangement provides comfortable living conditions for older persons who can no longer maintain a single-family home but who want to maintain a sense of independence. There are provisions for on-site health care and activities for the residents.

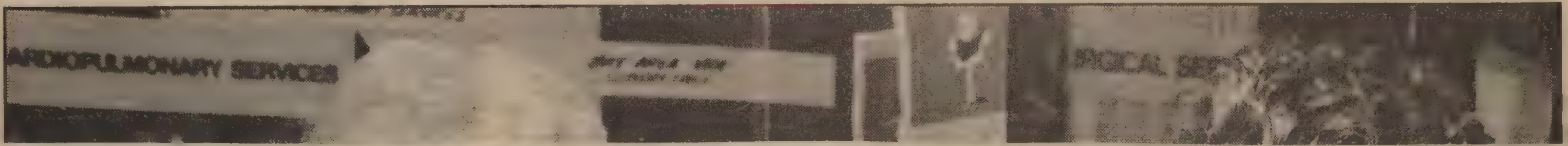
Dozens of residents turned out last Thursday for the last in the series of public hearings for Laurel Ridge. Bouchard noted that the public hearing stage was unusually lengthy due to both the size of the project and the high emotions connected with it.

21, 1988

BEVERLY

HERE'S TO YOUR HEALTH

11/21/88



Health Fair tops attendance goal

11/21/88

By VIRGINIA LOWRY
Times staff

BEVERLY – The magic number organizers of the 11th annual Beverly Regional Health Fair set as a goal was 5,000 and, midway through yesterday, it was apparent that goal would be exceeded.

Despite an abrupt deterioration in the weather, record crowds trooped through the two-day community health fair, according to Beverly Health Director Joseph W. Walsh Jr. Through the years, attendance at the fair has risen steadily, he said, with last year's 10th anniversary fair attracting nearly 5,000 visitors.

"This year, we not only broke the record, we had close to 5,500 people," said Walsh.

The fair kicked off to a flying start Saturday morning, with crowds waiting for the doors at the Beverly High School cafeteria to open. Before the opening day ended, "we had probably the busiest day we've had in 11 years," the health director said, adding that Saturday crowds exceeded 3,000.

N271
BOSTON
Flight

Kathryn Oljey-Bayha photo

The Boston Medflight helicopter attracted a crowd of Health Fair visitors outside Beverly High School.

Walsh and other Health Fair organizers credited much of the success of this year's fair to the timeliness of health and environmental issues addressed by participants. Many of the booths provided testing and/or information about major concerns of the 1980s: paramedic service; cholesterol screening; the combined police-school department D.A.R.E. drug education program; a four-point blood program at Beverly Hospital which includes pre-deposit plans and autotransfusion – or reuse of a patient's own blood; and home radon testing

Times 11/21/88

Must be monitoring

What stretch of the imagination allows a parent company of any hospital to own or invest in a retirement and continuing care facility like Laurel Ridge and others, wherein profit is made upon the resale of the "apartment" residence in the facility after the tenant's death?

Surely what would keep hospital, doctor and residents' health records apart, so that only people who were soon to die would be allowed entrance to these homes?

There must be some public monitoring, even in a non-profit, private corporation. We are told that, after a resident's death, their estate will not own the property. Laurel Ridge will own it and can sell it, again and again.

Does this not make one wonder just how Laurel Ridge can keep those blinders on family health history, hospital and doctor records? Is this not a blatant case of conflict of interest? Mr. Fanning must know. He's the head of the Beverly Hospital, Northeast Health Systems, and has been fighting hard for the construction of Laurel Ridge in Beverly.

Timothy R. Dewart
Beverly

Revolving door

Times 11.23.88

In answer to Mr. Duwart, of Beverly, Laurel Ridge has always been known as "an insurance policy". You cannot own an apartment at Laurel Ridge, when they are constructed. You are a tenant and, when you die, it does not pass to your estate. This has been known from the time that the people who are intimately involved with Laurel Ridge have been complaining about this very issue. This is a revolving door situation and it helps the people who are building it. Mainly the parent company of Beverly Hospital. Certainly Mr. Fanning knows about it. There's no mystery here. It's one of the great disadvantages, that people choose when they have decided to move into a facility such as Laurel Ridge. Another disadvantage is, if you buy an apartment in Laurel Ridge and, for one reason or another your family moves to another state, you have an apartment and you have paid in money and, if you move, then you don't get care at Beverly Hospital. You must go to another hospital in another state, if you choose to be near your family. That is another disadvantage. But this has been no mystery. Laurel Ridge always made it very clear that you do not own the apartment.

Beverly

Hospital adds tapes

BEVERLY — Twenty new tapes have been added to the Beverly Hospital Tel-Med Library, through a grant from the hospital's Aid Association. Tapes may be heard free between noon and 6 p.m., seven days a week.

News 11.22.88

---

come. Information, 768-7350 or 468-1311.

Optifast eight loss program for those who are 40 pounds or more overweight, free orientation, 7 p.m., Beverly Hospital. Registration and information, 922-3000, ext. 5000.

Cargivers Day, noon to 2 p.m. and 4-7 p.m., main lobby and lecture hall, Beverly Hospital. Information booths, giveaways, counseling, screening, refreshments

Wednesday

TOPS, St. Paul's Church Hall, 50 Union St., Hamilton. Private weigh-ins, 7 p.m. Call evenings, Adrian DeJaeger, 468-2119.

Northshoremen, Barbershop singers, Beverly Chapter of SPEBSQSA, 8 p.m., Italian Community Center, 304 Rantoul St., Beverly. Guests welcome.

Al-anon, 10 a.m., Maple Street Congregational Church, Danvers.

Overeaters Anonymous, 9 a.m., First Baptist Church, Beverly. Information, 927-2419.

Overeaters Anonymous, 7:30 p.m., Beverly Hospital, employees lounge, Beverly. Information, 927-2419.

Diabetes Support Group, 7:30-9 p.m., Beverly Hospital. Free. Information, 927-8953.

Times 11, 26.88

Times 11,23,88

Free orientation

Beverly Hospital is planning a free orientation to the Optifast weight loss program Tuesday at 7 p.m. The program is intended f- those who are 40 or m- overweight. T- supe-

---

Times 11.25.88

invited to attend.

40 POUNDS TO LOSE: A free orientation to the Optifast weight loss program will be held at Beverly Hospital on Tuesday, Nov. 29, at 7 p.m.

The weight loss program, intended for those who are 40 pounds or more overweight, offers a medically supervised treatment and diet plan, featuring the Optifast nutritional supplement.

The staff of the Center for Nutritional Research at Beverly Hospital, will explain the diet plan.

For registration or information, call 922-3000, ext. 5000.

Caregivers Day . . . Times 11.28.88

Caregivers Day at Beverly Hospital, on Tuesday, Nov. 20, from noon to 2 p.m. and from 4 p.m. to 7 p.m. has been planned to answer many difficult questions that may be bothering those who are responsible for elder parents or friends.

There will be booths manned by experts on Home Care Services, on the Lifeline support system, on Hospice and Adult Day Care, to name just a few.

You may pick up leaflets, literature, note pads, clips, TIPS bags. There will be refreshments, counseling, screenings for blood pressure, hearing and respiratory.

Everyone is invited, including senior citizens and those now caring for the elderly or preparing for such an event.

Times 11.28.88

CAREGIVERS DAY: Beverly Hospital will hold a Caregivers Day featuring exhibits of area health services on Tuesday, Nov. 29, from noon to 2 p.m. and 4 to 7 p.m. in the hospital's main lobby and lecture hall.

In addition to the displays, activities will include giveaways, counseling about medications and nutrition, screenings and information about physical exercise and therapy. For information, call the hospital.

Bev Times 11.26.88

Hospital centry fund hits halfway mark

BEVERLY – Major gifts from the Beverly National Bank and Warren Five Cents Savings Bank have brought the banks and commerce division of the Beverly Hospital Century Fund to more than 50 percent of its goal.

Under the chairmanship of Peter Hersee, Lawrence Smith and Richard Southwick, the banks and commerce phase has been under way since Oct. 12. Community volunteers will soon solicit other banks and area businesses for support of the campaign.

"Our goal for the Century Fund is to raise $1.3 million to help finance new construction and renovation of the Johnson building and main entrance at the hospital," said John L. Good, vice president for community relations and development.

"We are most grateful for the high level of support already evident from the community in the early stages of our public phase. Our employees, aid association, trustees and corporators have surpassed their goals for giving to the campaign, and it is gratifying to see significant early returns from our community divisions as well," said Good.

Good also had praise for the growing volunteer network that will assist the fund-raising effort.

More than 300 businesses in the North Shore area will be targeted for support by the banks and commerce division.

Other divisions to follow are physicians, industrial, residential, and clubs and organizations.

The hospital's Century Fund will be concluded in 1989, coinciding with the completion of the building and renovation program.

Barbara Kennedy photo

Jacqueline Hughes has battled kidney disease with grace, grit and good humor.

Woman fights back against kidney failure

11-28-88

By ANNE MAGEE
Times staff

PEABODY – "Mom, I got a

been throughout Hughes' illness, helping care for the house and children, Susan, 22 and Ryan, 11. Crocker sat with her hands folded on a bright, floral-

of my diabetes," she said.
ow I can have milk, spaghet-
toes."

ng is a chore because of her
wing difficulties, but
hopes to gain some weight
next few months.

tipping the scales at 100
right now," said Hughes.
a hefty teen-ager and I used
y, 'Please God, make me
' Now I tell him, 'Hey, I
eally mean it.' "

es said she's still amazed
ne miracle of organ
ants.

made such a difference in
," she said. "I wish more
would sign donor cards.
re so many people waiting
ns. I was lucky. Some peo-
e to wait years."

es said she has passed the
nportant milestone after a
ant operation, three

n we aim for a year," she
f I make it for five years I
ave the kidney for the rest
ife."

the manufacturer doesn't
ny guarantees," she added
laugh.

es said she's looking for-
taking her children camp-
t summer. And the trip to
world is still in the works.
holiday season is going to
ry happy one," said Crocker. "Last year at this time we weren't sure how long we'd have Jackie. This year we have so much to celebrate."

said. "And the diet I had to follow for both the diabetes and the kidney condition was terrible. I lost 22 pounds on it."

Hughes cancelled a trip to Disneyworld her parents had planned

"My friends have been great, too," said Hughes. "It's something you can't go through alone. Some people do let you down, but my

Established

Salem News 12.1.88

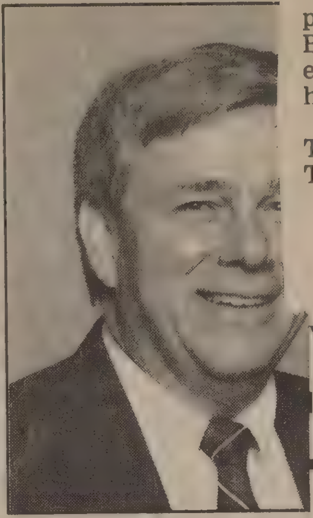
Good named regional directo for hospital development grou

BEVERLY — John L. Good III, vice president for community relations and development at Beverly Hospital, has been elected a regional director for New England of the National Association for Hospital Development.

Directors of the organization serve as chief operating officers of each of the group's 13 regions. They oversee regional activities and implement national programs. Good will serve a two-year term beginning Jan. 1.

A veteran development professional, Good began his career in 1964 as director of public relations and assistant in the development office at Gordon College and Gordon Divinity School in Wenham. He joined the Beverly Hospital staff in 1978.

An Essex resident, Good is a call firefighter in that community. He is a member and past chairman of the Republican Town Committee and a member and past president of the Essex County Associated Board of Trade. He is the present president of the New England Association of Hospital Developr post which earned him a dential citation in 1984 and cial presidential citation ir


JOHN L. GOOD III

Founded in 1967, the N Association for Hospital opment has 2,300 member velopment professionals more than 1,400 hospita care facilities in the U.S. a ada.

CALL SANTA: Children are invited to call Santa Claus, at Cable Emergency Center in Ipswich, and listen to a pre-recorded tape on how to have a happy and healthy holiday.

Parents wishing to place a call for their children may call 356-7036 or 927-2653, between noon and 6 p.m. seven days a week, and ask for the Santa tape.

The Santa Claus tape is part of the TEL-MED public service of the Cable Emergency Center of Beverly Hospital and provides over 200 pre-recorded health messages, which cover a wide spectrum of health issues.

Anyone wishing a free brochure listing all of the TEL-MED tapes may call 922-3000, Ext. 2480, and a Tel-Med brochure will be mailed to them.

Times 12.2.88

Y

Times 12-8-88

PAGE A2

CITYSCENE

GOOD JOB: The National Association for Hospital Development has announced the election of John L. Good 3d as regional director for New England. Good is vice president of Community Relations and Development at Beverly Hospital. Regional directors are chief operating officers for each of the association's 13 geographic regions. Serving on the association's board of directors, they oversee regional activities and implement national programs. Good's term will be for two years.

* * *

Suburban News
12.3.88

Local banks donate to Beverly

BEVERLY — Major gifts from the Beverly National Bank and Warren Five Cents Savings Bank have brought the Banks and Commerce Division of the Beverly Hospital Century Fund to more than 50 percent of its goal.

Under the chairmanship of Peter Hersee, Lawrence Smith and Richard Southwick, the Banks and Commerce phase has been underway since October 12. Community volunteers will soon be soliciting other banks and area businesses for support of the campaign.

"Our goal for the Century Fund is to raise $1.3 million to help finance new construction and renovation of the Johnson Building and main entrance at the Hospital," explained John L. (Jack) Good, Vice President for Community Relations and Development.

"We are most grateful for the high level of support already evident from the community, in the early stages of our public phase. Our employees, Aid Association, Trustees and Corporators have surpassed their goals for giving to the campaign, and it is gratifying to see significant early returns from our community divisions as well," said Good.

Good also had praise for the growing volunteer network that will be assisting the fund raising effort.

Working for the Banks and Commerce Division are George Andrews, Bank of New England; Kenneth Colby, Gordon College; James Davies, Montserrat College of Art; Allan Forsstrom, Heaphy & Forsstrom; Richard Gourdeau Construction; Robert H. Gove, Gove Lumber; Daniel Klemis, Vincent-Klemis Chiropractic

Laurel Ridge awaits new wetlands plan

Hospital will resubmit proposal in January to address runoff concerns

By JOHN NOVACK
News Staff

12-5-88

BEVERLY — The 190-unit congregate elderly housing project proposed for Hale Street is going back to the drawing board —briefly — to allow the developers to address water runoff concerns.

The Conservation Commission last week allowed Beverly Hospital, the would-be developer of Laurel Ridge housing complex, to withdraw its application without prejudice and re-submit it with some changes, according to Commission Chairman Raymond A. Bouchard.

Bouchard said Friday the "largest issue" which concerned the commissioners involved protected wetlands near the development which is being tabbed for a retention area for water runoff.

Hospital spokesman John Good said Friday he expects the hospital will be back before the board with "a more readily acceptable project" by January.

Good described the upland retention area as a place which would "provide a more controlled runoff" of water from a storm.

The possible flooding concerns in the neighborhood were not raised only by commissioners, but by residents belonging to a neighborhood group called RSVP (Residents Seeking a Voice in Planning), Good said.

RSVP has appealed to the courts to overturn a Planning Board ruling which allowed for construction of the congregate elderly development. That appeal has yet to be heard.

The building site is located on 40 acres off Hale Street near Endicott College. Proponents hail the project as a development which addresses creative and badly needed housing for the elderly.

Opponents, most of whom have banded under the RSVP umbrella, say the project will bring too much traffic to narrow and winding Hale Street, which is part of Route 127.

Dave

Tra
exercise physiologist

Peter Harmeling combines three trades in Liberty Tree Park practice

By Doug Falls

Peter Harmeling has tested NBA superstar Dominique Wilkins' vertical leap, trained Division 1 college athletes and designed fitness programs for high school students and elderly patients.

The 33-year-old Harmeling is a registered physical therapist with a master's degree in exercise physiology and is a certified athletic trainer. After working the past 2½ years as director of the Sports Medicine Performance Center at Beverly Hospital, Harmeling recently opened his own physical therapy and sports fitness office in Liberty Tree Park.

Jack of all trades? No. Harmel-

trainers. In his plan, trainers could work part-time at a clinic such as his and part-time for the school.

In his own work, Harmeling takes pride in designing programs for individuals based on extensive testing. His practice specializes in three areas:

- Orthopedic and sports rehabilitation. Believing in comprehensive patient education and involvement, Harmeling's office has a full complement of therapeutic modalities including heat, cold, electrical stimulation, ultrasound and the new Intertial Exercise System.
- Sports fitness evaluation. Teaching individuals to prevent injury, enhance performance and

Nursing home report ra

Administrators criticize survey as misleading, n

By **LISA KOSAN**
Times staff

North Shore nursing home administrators had nothing good to say about the recently released federal survey of health and safety standards of nursing homes.

In fact, many said the report could be misleading and harmful for consumers instead of helpful and informative.

The recently released guide was prepared by the federal Health Care Financing Administration. The 75-volume report contains information collected during the annual process of inspecting the nation's 15,000 nursing homes that receive federal money from the Medicaid and Medicare programs.

"The big thing is that the survey is really misleading and it contains biased information," said Philip Sher, administrator of the 134-bed Blueberry Hill home in Beverly.

For instance, Sher said, a violation of sanitary codes could be either a scoop sitting in a flour bin or a supply of meat that is served after being thawed improperly.

"They both appear as the same violation, although one has far more serious implications for patient health," he said.

Nursing homes were surveyed for o

All
veyed
areas
tions.
ey, a
giene
In
ing h
"Th
home
qualit
Whal

sign within the 30-day time-frame. Therefore, we were not in compliance." Smith added that many patients in the nursing homes for five or 10 years have little change in medication unless there is a dramatic change in health.

Blueberry Hill

"Just because a facility has a good or bad survey report doesn't mean it's a good or bad facility," said Sher, administrator of the Beverly home. "The 32 points used are all emotional, sensational issues."

"The one violation we had was

was doing his normal rounds and was behind schedule. The patient was in no danger. There has been no change in the (medication) in over a year."

Buckley said state inspectors have been to the nursing home twice since the 1987 inspection and found no problems.

"The food violations are frightening because it could be rats in the kitchen or what happened to us," she said. "We had food spilled under the sink."

The policy at the Danvers nursing home is to mop floors completely after every meal and then

information used in the study was collected two years ago, and that those conditions no longer exist.

Farnsworth Nursing Home

Jerry Swartz, owner of the Farnsworth Nursing Home in Peabody, said inspectors who saw one thing happening in one room wrote it down as a facility-wide problem.

"For instance, we have one m
who won't
matter ho
him," said
tors saw th
Swartz al
a lack of

Help in time of crisis

Recently my family had the devastating tragedy of the loss of one of its loved ones, Robert D. Hutchinson, who was the victim of an auto accident near his home in Beverly.

The family would like to express its sincere appreciation to the neighbors, firefighters, ambulance crew, and Beverly Hospital emergency room staff for their efforts in helping Bob. We know that everything was done in trying to save his life, and that all these individuals provided Bob and his family with comfort and hope. But it was not God's will and he is no longer with us.

We are thankful that so many dedicated and caring people are available during a time of crisis. Again, thank you.

Donat B. Femino
Beverly

Times 12-9-88

Ips. Chronicle 12-8-88

Cookbook is on sale at Cable

The Beverly Hospital Cookbook is on sale at the Beverly Hospital Gift Shoppe and Cable Emergency Center. The Cookbook contains more than 400 pages of recipes submitted by employees, retirees, volunteers, staff members and friends from surrounding communities.

For those wishing to order the cookbook by mail, send your request to: Cookbook Project, Community Relations, Beverly Hospital, 85 Herrick Street, Beverly, MA 01919. Checks and money orders should be made payable to Beverly Hospital and remember to include your mailing address. The price is $6 each.

Ips. Chronicle 12-8-88

Kids can call Santa at Cable

Children are invited to call Santa Claus at Cable Emergency Center in Ipswich and listen to a prerecorded tape on how to have a happy and healthy holiday.

Parents wishing to place a call for their children may call 356-7036 or 927-2653 between noon and 6 p.m., seven days a week and ask for the Santa tape.

The Santa Claus tape is part of the TEL-MED public service of the Cable Emergency Center of Beverly Hospital and provides more than 200 pre-recorded health messages which cover a wide spectrum of health issues.

Anyone wishing a free brochure listing all of the TEL-MED tapes may call 922-3000, extension 2480, and a TEL-MED brochure will be mailed to you.

ESSEX

Gloucester Times 12.12.88

Good's business is health care

By SALLY O'MALEY
Times correspondent

ESSEX – The walls of John L. Good's office, just off the new main entrance at Beverly Hospital, are lined with awards and commendations from organizations that lend a helping hand to others.

Good, vice president of Community Relations and Development at the hospital, is a man who wears many hats. The latest is that of Regional Director of the National Association for Hospital Development (NAHD).

Leaning back in his chair in his small office, Good, who lives on Martin Street with his wife, Sue, and children, Travis and Bonnie, both students at Hamilton Wenham Regional High School, said he has served as president of the New England Association for Hospital night Good was scheduled to make a presentation to the volunteers at North Shore Music Theater at their annual Christmas party, to paint the lobby of his church in Ipswich and to serve pizza at a young people's group meeting at the church.

A veteran development professional, Good began his career in 1964 as Director of Public Relations and Assistant in the Development Office at Gordon College and Gordon Divinity School. He earned a master's degree in religous education from Gordon Conwell Theological Seminary and a master's degree in business administration from New Hampshire College.

Good, better known in Essex as "Jack," has seen tremendous growth at Beverly Hospital in recent years, and last week he spoke of the newest medical office build-

Lynn Item 12.14.88

Office opens

Dr. Linda M. Ivy has opened her office for family practice at 16 Bourbon St., Peabody. Ivy received her medical degree in 1985 from the University of Texas Medical School at San Antonio. She then completed internship and family practice residency at Memorial Medical Center, Corpus Christi.

She is board certified in family practice.

Ivy has relocated to the North Shore to specialize in adult and pediatric medicine and has been granted privileges in family practice at Beverly Hospital.

Family Practice in Peabody

M.D., has
for family
on Street,

medical
he Univer-

tenance and women's health issues, and serves as the campus physician at Endicott College.

She has been granted privileges in family practice at the Beverly Hospital.

Appointments may be scheduled by calling 535-6330.

Cope with stress

A stress management course will be offered at Beverly Hospital beginning Jan. 9.

The group will meet for six consecutive Monday nights, 7-8 p.m., in the library conference room.

The course will help participants learn how the body responds to stress. They will be trained to identify stress in their lives and to manage it through muscle and mind relaxation, life management skills, exercise and nutrition education.

The stress management program will be conducted by trained clinical staff. There will be a fee of $120 for the course. Class size will be limited and registration must be made in advance.

For more information or registration, call 922-3000, ext. 2630.

---

te hospital dea

By PAMELA G
Ottaway News S

WASHINGTON – Death rates
suffering from certain kinds of
er than expected at four Ess-
according to a federal report re

Hunt Memorial in Danvers, J
body, Addison Gilbert in Glouces
in Newburyport had rates highe
ranges in a diagnostic category.

But in comments sent to Hea
Administration (HCFA) that were printed in the report, just about all the region's hospital administrators cited weaknesses in the data. And they warned that mortality rates are not a good indicator of the quality of a hospital's care. All hospitals said they have strict quality control systems in place, are dedicated to providing topnotch care and generally review the cause of each death.

In general, the report showed the overall death rate – for all kinds of conditions and illnesses – at the seven area hospitals treating Medicare patients fell within federal health officials' expectations.

The report by the Department of Health and Human Services lists actual and expected mortality rates for nearly 6,000 hospitals nationwide. The study covers hospital-by-hospital death rates for elderly and disabled patients covered by Medicare, a federal health insurance program, in the 16 different medical categories.

The findings do not compare the hospital's Medicare mortality rate to those at other facilities or to a

ospital death rates

ath rates were evaluated in the follow-
s: all cases; cancer; cerebrovascular
strointestinal catastrophes; infectious
abolic-electrolyte disorders; pulmo-
kidney failure; severe acute heart
re chronic heart disease; severe trau-
estinal disease; gynecological dis-
heart disease; musculoskeletal-skin
uropsychiatric-sensory disease; urologic disease.

The following hospitals did not fall within predicted statistical ranges of mortality in the following categories: Addison Gilbert, infectious disease; Anna Jaques, severe acute heart disease; Hunt Memorial, kidney failure; J.B. Thomas, kidney failure.

natio
patie
range
numb

If t
death
raise

Na
only
total
up fr

Th
Medi
being
died
to the
by th
care

HC
inten
probl
revie
appra

He
Esse

- H
predi

B. Thomas Hospital in Peabody exceeded federal expections. The hospital treated only three kidney patients but all died, giving a 100 percent rating. The death rate was not expected to exceed 87 percent. The 1986 mortality rate was 33 percent.

- Addison Gilbert Hospital exceeded the expected death rate for patients with infectious disease. The three Medicare patients treated for infectious diseases died, giving a 100 percent death rate. The rating was not expected to exceed

jump in the number of deaths from kidney failure from 1986 to 1987, which the hospital attributes to the small size of the sample in both years: seven cases in 1986 and nine in 1987)

In responses included in the report, most local hospital administrators said the data should not be used by the public to evaluate the quality of care at their institutions.

Robert R. Fanning Jr., president of Beverly Hospital, said the survey has several weaknesses.

He said the data fails to include

Amesbury Hospital, [illegible] percent ([illegible]-16 percent); Anna Jaques Hospital, 14 percent (12-17 percent); Hunt Hospital, 11 percent (11-16 percent); J.B. Thomas, 10 percent (12-18 percent); Salem, 12 percent (10-14 percent).

'Ill turn' given aid

On Dec. 1 I had an ill turn in the parking lot of Ralph's Market. At this time, I would like to thank all those who obtained assistance for me. Ralph's office personnel, Officer John Mahan, the ambulance personnel and particularly the nurses and doctors in the emergency room at Beverly Hospital. Again, "thank you all" and have a happy holiday season!

Mrs. D. Fraser
Beverly

Times 12.16.88

Reservations are preferred.

STRESS MANAGEMENT: A stress management course will be offered at the Beverly Hospital, beginning Jan. 9.

The group will meet for six consecutive Monday nights from 7-8 p.m. in the library conference room.

The course will help participants learn how the body responds to stress. They will be trained to identify the stress in their lives and to manage it through muscle and mind relaxation, life management skills, exercise and nutrition education.

The stress management program will be conducted by trained clinical staff. There will be a fee of $120 for the course.

Class size will be limited, and registration must be made in advance.

For further information or registration, call 922-3000, ext. 2630. Times 12.20.88

Motorists, slow down

I would like to thank all my friends, neighbors and family for being there and praying for us when our daughter Jessica was hit by a car in front of our house on Bridge St. in Beverly, Nov. 30, 1988. She was rushed to the Beverly Hospital in an ambulance. It was a very traumatic thing to endure. Luckily she only had minor injuries. The staff at Beverly Hospital in the emergency ward was very good to us. I would also like to thank the kind EMT's on the Lifeline Ambulance and my neighbor, Elaine, who stayed with me in the emergency room until Jessica was released. Please motorists, slow down. The next child or adult may not be as lucky as our daughter was.

Pat and Jim Brindle
Beverly

Elks proved their spirit

The holiday spirit is alive and well in the city of Beverly. The Elks of B.P.O.E. 1309 proved it on Sunday, Dec. 4, when they were instrumental in providing a great party for patients of the North Shore Regional Dialysis Center. Without the help of this group of willing men and women, our task would be much harder.

We thank you all and offer our best wishes for a merry Christmas and a happy and healthy new year.

Nancy Parker, R.N.
Chairperson
Dialysis Unit Christmas Party Committee
Beverly Hospital

Times 12.16.88

Times 12.21.88

Jan. 18 busy night at City Hall

BEVERLY – Mark your calendars for a long night at City Hall on Jan. 18 if you're interested in attending a public hearing on one or more of the following proposals:

- Cailin Road – a 60-acre industrial subdivision near Beverly Airport off Cabot Street. The property, owned by John C. Kelleher 3rd, is also the target of a land taking by the cities of Beverly and Salem.

And, because contamination has been found on portions of the property, city officials and neighbors are concerned about possible contamination of nearby Wenham Lake. The lake is the drinking water supply for Beverly and Salem.

The city is also involved in a lawsuit brought by the developer who claims that the Planning Board was inconsistent in its reasons for denying the application for a subdivision.

- Airport tower – a 90-foot steel lattice radar tower. The tower, to be constructed at the Beverly Municipal Airport by the Federal Aviation Administration, would lie within the watershed overlay protection district. A special permit from the Planning Board is required and the Board of Aldermen and mayor must also approve the lease of land.
- Laurel Ridge subdivision – a 32-lot back-up plan for the Hale Street site of the proposed Laurel Ridge congregate elderly housing project. Opponents claim the project would have an adverse effect on the Hale Street neighborhood and surrounding wetlands and wildlife. The Planning Board approved preliminar plans in August.

Times for the hearings will be posted at City Hall.

Topsfield, she now resides in Bedford. Times 12.22.88

DOCTOR OPENS OFFICE: Linda M. Ivy, M.D., has opened her office for family practice at 16 Bourbon St., Peabody.

Linda M. Ivy

Dr. Ivy received her medical degree in 1985 from the University of Texas Medical School at San Antonio. She then completed internship and family practice residency at Memorial Medical Center, Corpus Christi.

She is board certified in family practice.

Dr. Ivy has relocated to the North Shore to practice her specialty of adult and pediatric medicine. She is also interested in preventive medicine, health maintenance and women's health issues, and serves as the campus physician at Endicott College.

She has been granted privileges in family practice at the Beverly Hospital.

Hospital stays made more bear-

By **VIRGINIA LOWRY**
Times staff

BEVERLY – Heather Hopkins sat on her crib at Beverly Hospital surrounded by plastic, a humidifier hissing as it poured vapor into the enclosure, and clutched her newest toy, a tan plush teddy bear wearing a Bank of Boston T-shirt.

"I'm one of Santa's helpers," Janis Dodge explained to Heather when she handed her the stuffed toy. "Some of us work at banks."

Heather, a petite 3½-year-old with wispy, pale blond hair, was admitted to the hospital yesterday for treatment of pneumonia and asthma, said her mother, Karen, who hopes the child can return to her home in Danvers in time for Christmas.

It was for youngsters like Heather, who must be hospitalized during the Christmas season, that the Bank of Boston's "Holiday Bearlift" program was designed, according to bank spokeswoman Carol Clingan. Clingan said 1,400 bears were being distributed this week to children in 30 Massachusetts hospitals, as well as five in other states.

"We've never done anything like it before," the spokeswoman said. "It's just to reach out to kids who have to be hospitalized at holiday time, to cheer up their day a little bit."

Dodge, a Hamilton resident, was one of the bank staffers who volunteered to deliver teddy bears. She is a vice president of retail banking at Bank of Boston, in charge of the bank's eastern region which includes the North Shore.

Dodge took about a dozen of the small teddy bears to Beverly Hospital, along with a three-foot-tall version of the bear, wearing instead of a T-shirt a "Holiday Bearlift"-emblazoned bib. The larger toy will be left in the playroom of Sears Ward the hospital's pediatric unit.

Globe staff photo/David L. Ryan

Bank of Boston yesterday donated more than 1,400 teddy bears to brighten the holidays for children in more than 30 hospitals around New England. In photo, Jennifer Lincoln of Needham (right) and Jessica Stein of Newton, both 4, cuddle up to a pair of bears at the bank headquarters in Boston.

IPSWICH

12.22.88

State gives town 90 more days to find housing site

By KELLEY BOUCHARD
Times staff

IPSWICH – The state has grudgingly given the town 90 more days to find a site for 20 units of low-income family housing.

"We've been disappointed and dissatisfied with the town's inability to agree on a site," said Joseph Flatley, assistant secretary of the state Executive Office of Communities and Development (EOCD).

Although the Ipswich Housing Authority came up with a preferred site for the family housing by its Dec. 15 deadline, the Board of Selectmen in executive session Monday night unanimously dismissed the 9-acre site because it is within a protected water supply district and does not have access to the town sewer system.

At stake is a $4.6 million EOCD housing grant, which is expected to build not only the family housing, but also 44 units of senior citizen housing.

Also at risk is the planned renovation of the former Cable Hospital into Cable Gardens, a 70-unit

in the first place."

In return for state's support, the town was expected to provide a site for the family housing by Oct. 15.

However, following two failed attempts earlier this year to get Town Meeting approval of a site, the EOCD extended the deadline to Jan. 15 and instructed the Ipswich

other sites under consideration, one of them in particular," which would pose less of a threat to the town's underground water supply.

Selectmen Chairman Thomas Elliott declined to discuss the issue following Monday night's executive session.

Housing authority Chairman Sara O'Connor said the preferred

Town could meet housing mandate with projects

IPSWICH – According to state law, at least 10 percent of housing in Ipswich must be affordable to the town's low-income residents.

At this time, Ipswich satisfies only 7 percent of that mandate, said Ipswich Housing Authority Chairman Sara O'Connor.

O'Connor said there are currently 360 low-income family and senior citizen housing units in town, consisting of Southern Heights, Agawam Village, Whittier Park, Oak Hill and subsidized rentals.

But if the nearly 135 units of proposed low-income family and senior citizen projects are completed, Ipswich will meet its mandate, O'Connor said.

O'Connor said 492 families are now on the waiting list for low-income housing in Ipswich – 70 percent of which are already Ipswich residents.

Salem News 12.21-88

Low-cost housing sites studied

Officials decline to name locations being considered

IPSWICH — The Board of Selectmen Monday night was presented with several possible sites for the construction of 20 units of low-income family housing.

Selectmen Chairman Thomas A. Elliott said Ipswich Housing Authority officials updated the board on progress in selecting a site, but no votes were taken on any particular location. Both boards met jointly in executive session, with Elliott announcing that they would reconvene in open session.

When that occurred, however, Elliott said he had no announcement on any site.

"It was informational. They updated the board on where they are," Elliott said.

"We look forward to meeting the Jan. 15 deadline," he said, about the date given by the state Executive Office of Communities and Development (EOCD) for the town to secure a site for the family housing or risk losing a $4.6 million housing grant which would also help construct 44 units of elderly housing.

Funding for the conversion of the former Cable Hospital into elderly housing also hinges on the town finding a site for the family housing.

"The Housing Authority is still actively pursuing (a site)," Elliott said. Selectmen several months ago voted to turn the selection process over to the housing authority, which was conducting its own search for an elderly housing location.

At least some of the sites being considered by the authority are large enough to accommodate both the family and elderly construction.

Elliott said appraisals of the properties are either completed or in progress.

AROUND THE REGION

Item 12.21.88

Bank's workers singing carols at nursing homes

Staff from the Bank of New England-Essex got together Monday night and went Christmas caroling at several nursing homes and Beverly Hospital.

The idea was that of David Masse, who works in the credit support area at the bank in Peabody. "We were talking one day and thought it would be a really great Christmas present to someone else if we went out caroling. A lot of people thought it would be neat, so I spread the word."

A number of nursing homes were contcted to make arrangements for the carolers. The group met at the band in Peabody and car pooled to Peabody Housing on Central Street, the Cedar Glen Nursing Home in Danvers, the Beverly Nursing Home, and Beverly Hospital.

"We're proud of our staff at Bank of New England-Essex," said Henry L. Grebe, president. Other charitable staff activities include participation in the Special Olympics, the United Way, and an annual golf and tennis tournament.

Times 12.22.88

PHYSICIANS JOIN STAFF: The Beverly Hospital board of trustees recently approved the appointment of four new physicians to the hospital medical staff.

John Gandolfo, M.D., received privileges in internal medicine and gastroenterology. He is a 1979 graduate of Dartmouth Medical School and completed internship, residency and a fellowship in gastroenterology at Tufts-New England Medical Center. Dr. Gandolfo is board certified in his specialties and maintains a private practice at 79 Highland Ave., Salem.

Edward L. Gogel, M.D., received his medical degree in 1977 from New York University. He served post graduate training at SUNY-Stony Brook and a fellowship in endocrinology and metabolism at the University of California, San Francisco. Dr. Gogel practices at Harvard Community Health Plan's Peabody center. He is board certified in internal medicine, endocrinology and metabolism.

James F. Steen, M.D., received privileges for occasional coverage in the Beverly Hospital Emergency Department. He graduated in 1975 from Loma Linda, Calif., University and completed his residency in family practice at Florida Hospital, Orlando. Dr. Steen is board certlfied in emergency medicine and is on the emergency staff at New England Memorial Hospital, Stoneham.

Yvonne A. Sudarshan, M.D., was granted privileges in pediatrics. She received her medical degree in 1983 from Oregon Health Sciences University. Dr. Sudarshan completed a surgical internship at St. Joseph's Hospital, Houston and residency in pediatrics at University of Minnesota Hospital, Minneapolis. Her office is located at 302 Washington St., Gloucester.

Also approved for privileges were two nurse practitioners, **Wendy Root** and **Cynthia Tefft.** Both are in practice at Harvard Community Health Plan's Peabody office.

12.21.88

DAILY EVENIN

Item

RX ... FOR YOUR

Hospital expands staff

Beverly Hospital's board of trustees has approved the appointment of four physicians to its medical staff.

Dr. John Gandolfo has received privileges in internal medicine and gastroenterology. He is a 1979 graduate of Dartmouth Medical School and completed internship, residency and fellowship in gastroenterology at Tufts-New England Medical Center.

Gandolfo is board certified in his specialties and maintains a private practice at 79 Highland Ave., Salem.

Dr. Edward L. Gogel received his medical degree in 1977 from New York University. He served post-graduate training at SUNY-Stony Brook and a fellowship in endocrinology and metabolism at the University of California, San Francisco. Gogel practices at Harvard Community Health Plan's Peabody Center and is board certified in internal medicine, endocrinology and metabolism.

Dr. James F. Steen has received privileges for occasional coverage in the Beverly Hospital Emergency Department. He graduated in 1975 from Loma Linda University in California and completed his residency in family practice at Florida Hospital, Orlando. Steen is board certified in emergency medicine and is on the emergency staff at New England Memorial Hospital, Stoneham.

Dr. Yvonne A. Sudarshan has been granted privileges in pediatrics. She received her medical degree in 1983 from Oregon Health Sciences University. Sudarshan completed a surgical internship at St. Joseph's Hospital in Houston, Texas, and residency in pediatrics at University of Minnesota Hospital, Minneapolis. Her office is at 302 Washington St., Gloucester.

Also approved for privileges were two nurse practitioners, Wendy Root and Cynthia Tefft. Both are in practice at Harvard Community Health Plan's Peabody office.

Salem News 12.23.87

Brightening Christmas for those who are sick

Hospitals make special effort to cheer up patients who can't go home

BEVERLY — Never a pleasant prospect, hospitalization can be especially bleak over the Christmas holiday.

Because of that, staff members at North Shore hospitals hope to see as many patients as possible sent home by Saturday. For those who must remain, the employees are involved in an all-out effort to make things as pleasant as they can.

To bring as much holiday spirit as possible to the facility, the staff at Beverly Hospital put up decorations in offices and corridors. Brightly colored lights twinkle from trees in the gardens and, thanks to a number of community spirited groups, the sounds of Christmas carols can be heard thoughout the hospital.

Food service employees have aready begun preparations to serve a traditional holiday meal to more than 350 patients, visitors and staff. This year's grocery order included 120 pounds of turkey, 150 pounds of roast beef and 60 pounds of vegetables. Dietary workers will peel 150 pounds of potatoes, bake about 35 pies and prepare gallons of soup, cranberry sauce and beverages for the holiday meal.

Some people not in the hospital will have a special holiday meal thanks to the kitchen staff. Hospital officials note that the employees will prepare a traditional dinner for homebound people served through the Meals on Wheels program, a service run in cooperation with the Beverly Council on Aging.

The hospital staff also provides seasonal fare for the homeless and disadvantaged who attend the annual dinner at St. Peter's Church, sponsored by the North Shore Outreach Ministry.

Hospital administrators and staff are also involved in another outreach program that donates warm clothing and stuffed animals to families served by the Center for Family Development of Beverly and Peabody. The program reaches 80 families including 250 children who are at risk from abuse and neglect. The Center for Family Development is an affiliate of Beverly Hospital.

Another holiday activity is the annual tea for employees and their families sponsored by the Hospital Aid Association. It provides youngsters an opportunity to visit with Santa while their parents enjoy refreshments and holiday music.

A hospital spokesman said employees realize that illness and injury know no season and that is why they make a special effort at holiday time to assure a happy day for those who must remain in the hospital.

They will be on hand Christmas morning when Santa arrives at the facility with gifts for all the patients. The gifts are are wrapped and tagged with ribbons and wrapping prepared by members of the hospital's Quarter Century Club. Santa will have a special holiday thank you for all those who will be working Christmas Day.

Special events at Salem Hospital include a Christmas Day Mass celebrated by the Rev. Edward M. Keohan at 9:45 a.m. It will be carried on closed-circuit television to patient rooms for those unable to attend the service.

Mr. and Mrs. Claus will visit Salem Hospital and carolers from Salem High School will be singing for the patients.

Babies born in Hunt Hospital, Danvers, will be going home in special Christmas stockings during the holiday season as employees at that facility strive to make the season as enjoyable as possible for those in their care.

The hospital has been decorated for the holidays and food service personnel are working to make sure Christmas dinner is something that will cheer patients.

Santa will also be at Hunt Christmas morning to give gifts to patients and thank those who will be giving up the holiday with their families in order to help other people.

Barbara Kennedy photo

Bror Ludwig Pehrson, 92, is able to live by himself with the help of relatives and the Lifeline emergency response service.

Declaration of independence

Lifeline emergency system registers 200th subscriber

12.27.88

By **LISA KOSAN**
Times staff

BEVERLY – Bror Ludwig Pehrson used to ride a motorcycle with a gas-powered headlight. He also had a Harley-Davidson with a sidecar.

Pehrson, 92, now relies on other ways to be close to the motorcycles he owned near the turn of the century.

"I'll be dreaming about my motorcycles from 1919 and worry that if I get stopped by the police my plates will have expired," he said, sitting in a soft recliner, laughing about the 80-year penalty he would face.

Pehrson lives in a one-bedroom apartment on Herrick Street, able to be independent with the help of his friends, a niece and nephew, and the Lifeline service.

Lifeline is an emergency response system that allows elderly people to live alone by linking their homes to emergency medical services.

"I got this a few weeks ago because the (doctors) thought it was necessary," Pehrson said, pointing to the sensor that looks like a tiny television on a chain.

"But I'd have to walk with my hands in the air if I didn't want to set it off," he said, poised as if he were present at a bank robbery. Pehrson is also the 200th subscriber to the Lifeline service, which began in 1983. His home is linked to Beverly Hospital.

Pehrson, whose tall frame is bent from old age, said there are pros and

Lifeline, page A8

Work beginning on doctors' offices

12.28.88

By VIRGINIA LOWRY
Times staff

BEVERLY – Work is underway on the hillside behind Beverly Hospital for the facility's third medical office building, a condominium project expected to be complete in a year at a cost of $3.6 million.

"That is not only the building cost, but also the financing, architect and site development costs," said hospital public relations director Grayce Kushmerek.

When complete, the as yet unnamed building will join the Parkhurst Medical Building, built in the 1950s, and The Medical Building, constructed in the early 1980s, in providing office space for Beverly Hospital's increasing staff of physicians, Kushmerek said.

So far work on the building, which began about two weeks ago, has involved site preparation. Land has been cleared to redesign and increase parking for both the condominiums and the hospital, as well as preparing for installation of a foundation, the public relations director said.

"Before preparing for the footing, they prepared for an additional 120 parking spaces for a couple of reasons," Kushmerek said. "First, they had to take some of the existing parking space to allow room for blasting and clearing. And secondly, we have a little bit of a parking problem here and additional spaces will help, at least temporarily, to relieve that."

Kushmerek said the additional 120 spaces are expected "to more than meet the needs for the medical building."

Hospital officials have commitments to occupy the new building from Associates in Obstetrics and Gynecology, Garden City Pediatrics and independent obstetrician-gynecologists Dr. Stephen Wolanske and Dr. Donald Hanscom, said Kushmerek.

"We're looking at 14 physicians who are going in either with a group or individually" into the 28,000-square-foot facility, she said. "That will still leave three suites unoccupied in the new building beyond the commitments that we have so far."

Kushmerek said of the remaining three suites, "one is quite large" and could accommodate either several small suites or one "quite large group."

The public relations director did not have available the cost to physicians of the condominium units.

The condominium office building project is beginning before the hospital's last major project is complete.

Kushmerek said that, although an addition to the Johnson Building – which included a new main entrance and portico – is completed, inside renovation is still underway. As part of the Johnson Building construction, three medical-surgical floors are being renovated.

Renovation, which is expected to take another four to six months, did not increase the hospital's total of beds, Kushmerek said. It did, however, allow for creation of more private rooms and conversion of some four-bed, semi-private rooms to two-bed rooms.

Hearing tests offered Jan. 26

A free hearing screening will be conducted by the Bay Area Visiting Nurse Association on Jan. 26 from 5 to 7 p.m. The screening will be held at the Cable Emergency Center on County Road.

To arrange for an appointment, call 922-3000, extension. 2480.

All area residents are welcome to arrange an appointment.

Blood pressure clinic offered

A free blood pressure clinic will be held on Jan. 10 from 9 to 11 a.m. in the lobby of the Cable Emergency Center on County Road.

Ipswich Chronicle
Dec. 28, 1988

Blood pressure tests offered

Ipswich Chronicle
1/21/88

The Bay Area Visiting Nurse Association will provide free blood pressure screenings to Ipswich town employees on Thursday, Jan. 21 from 2 to 5 p.m. at the Town Hall conference room.

Blood pressure screenings for Ipswich residents will be held at Cable Emergency Center in February and March.

Information about hypertension and risk factors will be provided at all of the screenings.

For more information, call Lisa Stockman at 356-5055 or 468-3123.

Training session — Ipswich High athletic trainer Tom Faulds looks on as Jen Mansell practices her taping skills on Amy Brogna. Mansell and Brogna are part of a newly established student training program at the high school.(Photo by Anne Lamoriello)

Student trainers break new ground

Four students jump on training bandwagon

12.25.88

By Anne Lamoriello

When Tom Faulds was hired as the high school athletic trainer, prior to the start of the 1988 academic year, one of his goals was to start a student training program.

"I didn't plan to start it this early," said Faulds recently at the high school, "but the kids expressed an interest."

Among them were Amy Brogna, brother and sister team of Jen and Joe Mansell and Kristen Murray.

"We started hanging around the training room," said Bro, and asking lots of questions.

Faulds, who graduated from Northeastern University, said the students wanted to know about his academic background and what he studied. He has a bachelor's degree in physical education with a concentration in physical therapy. He is also licensed by the National Athletic Trainer's Association (NATA), and was required to put in 1,000 hours as a student trainer in college.

"I asked them if they wanted to be a student trainer, they said yes and that's where we are now.

"The sky is the limit," said Faulds.

As it would happen, all four student trainers are athletes — Brogna, Murray and Joe Mansell play soccer while Jen Mansell's sport is soccer.

"I want to be a doctor," said Brogna, a freshman, "and felt that this would give me some experience."

Jen Mansell, also a freshman, said she's always been interested in medicine because her mother is a lab technician. "I'd like to go into sports medicine," she said.

"I know CPR and first aid," said Joe Mansell, "so I thought being a student trainer could possibly lead to a minor in college."

Valuable learning experience

Faulds said the student-training program isn't a means to steer students toward a career in athletic training but an opportunity to explore all the options of the field.

"I'm not trying to make athletic trainers out of them," said Faulds, "only give them a chance to experience the field and maybe say, yes, I'm interested in pursuing a career in health care or no I've tried it and it isn't for me.

"It's a small part of the overall educational experience."

It is a way to provide a part-time job for them after school, but more importantly, "it gives them a data base to plan for college," said Faulds.

One example of that is Murray who is volunteering at the Beverly Hospital physical therapy center

Continued on Page 18

THE TIMES
WEDNESDAY
FEBRUARY 3, 1988

Laurel Ridge foes threaten legal action

By **LISA KOSAN**
Times staff

BEVERLY – Vocal opponents of the Laurel Ridge congregate elderly housing project threatened the city with lawsuits and a string of appeals last night after the Planning Board narrowly approved the plan.

Opponents in the packed and stuffy City Hall chamber shouted legal action would be the next step even after the Planning Board brought the $35 million, Hale Street project down from 200 to 190 units. One planner said he hoped the approval would be the end of the often heated arguments.

"I'll be the first to file an appeal," said a Hale Street woman who said she has written letters to local newspapers and City Hall officials citing her strong opposition to the project.

"This group can take it all the way to the Supreme Court," said lawyer Jeffrey B. Axelrod, who represents the group of 300 neighbors opposed to the project. He said he did not consider the Planning Board ruling the final decision.

The group neighbors called RSVP – Residents Seeking a Voice in Planning – tried to fight the development but last night during the 3½-hour hearing said they felt they were abused by the entire public hearing process. Axelrod, of the Boston firm McGregor, Shea & Doliner, failed to persuade the Planning Board to hold a new public hearing.

"There is a very real risk that if Laurel Ridge is approved without the necessary safeguards it will become a condo village or apartment complex," Axelrod said.

MOTHER'S SUPPORT GROUP: A support group for first-time mothers will begin Feb. 8 in Beverly.

The group will meet weekly, from 11 a.m. to 12:30 p.m., in the infant room of the Second Congregational Church, Conant Street.

The support group will be conducted by Alice Gardner, a psychotherapist, and is co-sponsored by the Beverly Hospital. Gardner is a clinical social worker who specializes in pregnancy and postpartum adjustment.

The program is intended for first-time mothers with infants from birth to 6 months.

The group will meet for eight weeks, and a fee of $40 is charged.

Enrollment will be limited. For information and registration, call Alice Gardner at 927-2023.

Times 2/3/88

Stop Smoking Clinic set

News 2/5/88

BEVERLY — Beverly Hospital is sponsoring "The Stop Smoking Clinic" in two locations this winter, with free introductory sessions offered Monday, Feb. 22, 7:30 p.m., at Beverly Hospital, and Sunday, Feb. 21, at the Cable Professional Building in Ipswich.

H-W Chronicle 2-3/88

Group formed for new mothers

A support group for first-time mothers will begin Feb. 8 in Beverly.

The group will meet weekly from 11 a.m. to 12:30 p.m. in the infant room of the Second Congregational Church on Conant Street.

The support group will be conducted by Alice Gardner, a psychotherapist, and is co-sponsored by the Beverly Hospital.

The group will meet for eight weeks and a fee of $40 is charged.

For more information and registration, please call Alice Gardner at 927-2023.

NS Weeklies Register 2/3/88

Beverly Hospital glum despite current surplus

A $213,000 year-end surplus and an above-average occupancy rate weren't enough to spark smiles at Beverly Hospital last week. Although officials had projected a $350,000 deficit for last year, they are sticking with their forecast of a $700,000 loss for the coming year. The reasons: inadequate state reimbursement, staff shortages and competition from other health care systems, officials said. Beverly will continue to explore joint opportunities with other hospitals, they said.

Hospital seeks family liaisons

A new volunteer training program will begin at Beverly Hospital on February.

Family Liaison volunteers will be trained to provide assistance, reassurance and individualized attention to patients' families in emergency and intensive care waiting rooms.

A minimum commitment of six months is requested. Interested applicants must be mature, calm, friendly and able to relate well to others.

This is an ideal volunteer opportunity for couples and openings exist on all shifts.

To learn more, contact Nelda Quigley in the Beverly Hospital Volunteer Department at 922-3000, extension 2308.

Mothers group organized

News 2/4/88

BEVERLY — A support group for first-time mothers will begin Monday in the infant room of the Second Congregational Church on Conant Street.

The group wll meet for eight weeks from 11 a.m.-12:30 p.m.

Support meetings will be conducted by Alice Gardner, a psychotherapist who specializes in pregnancy and post partum adjustment. Beverly Hospital co-sponsors the program.

The program is intended for first-time mothers with infants from birth to six months. The intent is to offer mutual support and meeting other mothers with similar needs.

Topics of discussion will include growth and development, feeding, nutrition, spoiling versus stimulation, adjusting to parenthood, and child care options. The cost of the program is $40. Enrollment will be limited. For more information, contact Gardner.

Cable offers free cancer screening

Times 2/4/88

IPSWICH – The Cable Emergency Center will conduct a free colorectal cancer screening on Tuesday, March 8, from 1-4 p.m., in the conference room at the center on the lower level.

There will not be an exam conducted at the screening, but participants will be given a take-home testing kit.

Renee Burke, Oncology nurse, will give instructions on an individual basis.

The testing kits may be returned by mail or brought back to the laboratory at Cable Emergency where test results will be determined.

To arrange an appointment, call the Community Relations Department at Beverly Hospital, at 922-3000, ext. 2480.

The program is available to all area residents at no charge.

The Cable Emergency Center is located at the intersection of Rt. 1A & 133 in Ipswich.

News in Brief

Ipswich Chronicle 2/4/88

Emergency center subsidy goes down

In the coming fiscal year Ipswich residents will pay almost $12,000 less than they have this year to help keep the Cable Emergency Center open 24 hours a day.

The subsidy for fiscal year 1989 will be $168,093 said Town Manager George E. Howe. He said more business at the center has translated into a lower subsidy.

At the annual town meeting last year, voters approved a $180,000 subsidy for the center. Beverly Hospital, which operates the emergency facility, had planned to reduce coverage to 16 hours a day — dropping the 11 p.m. to 7 a.m. shift — because of increases in the cost of providing full service.

The hospital had also planned to build a new emergency facility on the grounds of the old Cable hospital. It followed through with those plans and opened the $500,000 center in July.

Beverly Hospital Vice President John Good said the new facility has encouraged more people to come and use the service.

That in turn has generated more revenue and a drop in the town's subsidy, said Howe.

"I'm satisfied with the services they're providing in the community. The numbers are going in the right direction," said Howe.

Good said the number of people using the service between 11 p.m. and 7 a.m. has increased slightly and there has been a significant increase in the daytime shifts.

A number of special programs at the center, such as blood pressure clinics and hearing tests, are giving it visibility, Good added.

Blood pressure screenings

Times 2/4/88

The Cable Emergency Center and Bay Area V.N.A. will sponsor free blood pressure screenings in February. The screenings will take place at the Cable Emergency Center on Feb. 16 and Feb. 19 from 9 a.m. - noon and 1-4 p.m.

The screenings will be co-sponsored by the Bay Area Visiting Nurse Association who have recently received a grant from the Department of Public Health to provide such screenings.

To schedule an appointment, call the Community Relations Department at 922-3000, ext. 2480.

The screenings will be conducted in the Lobby of the Center which is located at 126 County Road in Ipswich. All area residents are welcome to attend.

Times 2/5/88

STOP SMOKING CLINIC: Beverly Hospital will sponsor The Stop Smoking Clinic in two locations this winter.

Free introductory sessions will be held at 4:30 p.m. and 7:30 p.m. on Monday, Feb. 22, in the Beverly Hospital lecture hall. The introduction will also be offered at 7:30 p.m. on Sunday, Feb. 21, in the conference room of the Cable Professional Building in Ipswich.

In the event of inclement weather, the introduction will be held on Feb. 24 in Ipswich and on Feb. 25 in Beverly.

Following a one-hour overview of The Stop Smoking Clinic program, registration will be conducted for those who wish to enroll in the four, eight-week session program.

Beverly Hospital sessions will meet on Thursdays and Mondays, from Feb. 25 to March 21. Ipswich sessions will be held Wednesdays and Sundays, from Feb. 24 to March 20.

The Stop Smoking Clinic is taught by former smokers who have quit through this same program. Instructors use group and individual methods to help overcome the smoking habit.

The program also offers a "helpline" for constant support to participants and graduates.

For information, contact the Beverly Hospital Community Relations Department at 922-3000, ext. 2480.

New Laurel Ridge hurdle toni

By LISA KOSAN
Times staff 2/4/88

BEVERLY – Developers of the Laurel Ridge housing project have asked the Conservation Commission to grant them more time to present their plans regarding wetlands.

Laurel Ridge cleared its first hurdle Tuesday night with a hard-fought Planning Board approval but that agreement rests with yet another approval from the Conservation Commission. The public hearing is scheduled for 7:45 tonight on the 190-unit congregate elderly housing complex on Hale Street.

And Planning Board approval could be moot if the Conservation Commission decides to deny the plans on environmental issues.

"We're prepared to respond to the best of our abilities," said John Good of Beverly Hospital, "but we'd appreciate more time to digest new information we just received from (the environmental expert hired by the opposition). We haven't had any reaction time."

Beverly Hospital, Brim & Assocs. and MedQuest Corp. are the developers of the proposed complex.

The request for more time came in a letter to the Conservation Commission from Beverly Hospital President Robert Fanning who asked for a continuance of the public hearing until March 3. Fanning cited "reasons related to timing," in his request.

Members of the 300-strong opposition group are expected to attend the Conservation Commission hearing to again voice their concerns over the project and its potential for damage to the environment and wildlife.

The lawyer representing the group called RSVP – Residents Seeking a Voice in Planning, said Tuesday night after the defeat that he felt the strongest arguments in opposition to the proposal would come out before the conservation group.

Je
the
RSV
serv
his b
shou

Th
alrea
strin
claim
witho
pact

Res
date
city
accor
ter P
the a
of th

Bu
peop

"I
have
sue l
said
and
reach
shou
start

Th
appr
ditio
futur
blast
numb
const
that
appr
missi
judic
cause
comp

Phi
was
side

The
and
room
Hall
ing, a
at tor
sion

Phi
make
struc
major
ers could be forced to return to the Planning Board for another public hearing.

Laurel Ridge gets more time

By LISA KOSAN
Times staff 2/5/88

BEVERLY – Developers of the Laurel Ridge congregate elderly housing complex on Hale Street were granted an extension last night by the Conservation Commission with the warning that this would be the final one.

"I suggest that the request be granted with the understanding that March (10) is the date," said commissioner Peter Gilmore. "The hearing will be closed at that point. March (10) is it."

Gilmore and other members of the commission emphasized that the required information must be submitted by the developers – Beverly Hospital, Brim & Assocs. and MedQuest Corp. – by Feb. 18 to ensure the commissioners and Public Works Commissioner Alan Taubert adequate time to digest the information.

Conservation Commissioner Raymond Bouchard said there is a long "shopping list" of information that needs to be submitted, including the revised plans for the scaled-down 190-unit complex.

Laurel Ridge received Planning Board approval Tuesday night after a tense 3½-hour with hundreds in attendance. That approval, however, is contingent on Conservation Commission approval and the favorable findings from any and all possible appeals hearings.

Opponents have threatened to appeal the Planning Board decision.

The request for an extension was made in writing last Friday by Beverly Hospital President Robert Fanning who explained that delays in receiving information from the opposition caused the need for more time.

> ❝ *I suggest that the request be granted with the understanding that March (10) is the date. The hearing will be closed at that point.* ❞
>
> **Conservation Commissioner Peter Gilmore**

Last night lawyer John Glovsky, representing the developers, suggested that the opposition was at fault for submitting environmental findings only a few days ago. He said there was not enough time to respond to each finding, point by point.

Conservation Commissioner Raymond Bouchard, however, refused to allow the onus to rest on the opposition and their private consultant Michael Marcus, a biologist from I.E.P. in Northboro.

"It's not fair to blame them," he said, "when you were all sitting right here taking notes (of Marcus's findings during the last hearing Jan. 7)."

Benjamin Eisenstadt, a member of the 300-strong opposition group called RSVP – Residents Seeking a Voice in Planning – asked that the next public hearing be set for March 10 as opposed to the originally requested March 3 date because of a conflict with RSVP's lawyer.

Salem News 2/5/88

Laurel Ridge hearing continued to March

By JEFFREY REMZ
News Staff

BEVERLY — Whether the developers of the Laurel Ridge congregate elderly housing complex really were ready Thursday to make a pitch before the Conservation Commission — as they claimed under fire — will never be known.

The commissioners, raising their own doubts about the completeness of the application, granted a continuance of the public hearing until March 10.

The extension was originally sought by the developers — Beverly Hospital, MedQuest Corp., and Brim & Associates — in a Jan. 29 letter to the commission, saying they were not notified by the opponents of their problems with the project.

Part of the intervening period will enable the developers of the Hale Street project, to submit additional information sought by the commission.

The developers received approval from the Planning Board this week for a scaled-down project of 190 units with nearly a dozen conditions. Conservation Commission approval was among them.

Commission approval is needed because of wetlands on the site and the affect of the project on wildlife in the area.

Although the commission eventually supported the request for the continuance, Commissioner Pe

proceed."

"Tonight?" Gilmore asked.

"Tonight," Glovsky responded.

"No, you're not ready to proceed," Gilmore said.

"Nothing has been submitted to us that we asked for," said fellow Commissioner George L. Batchelder. "It's unfair to everybody."

The two sides eventually agreed to the continuance.

According to Glovsky, Michael J. Marcus of IEP Inc., a biologist representing the opponents, was

flooding conditions and the affect of blasting on wetlands at a January hearing.

Glovsky told the commission that the developers only received notification of Marcus' concerns Tuesday.

"We have made significant progress in the time that has elapsed although we have not had the time to address Mr. Marcus' specific areas of concern," Glovsky said.

Chairman Raymond G. Bouchard challenged Glovsky. "Mr. Marcus looks like the bad guy

---

Salem News 2.6.88

Monahan has traveled bum

By JOHN NOVACK and JEFFREY REMZ
News Staff

BEVERLY — Is Mayor **F. John Monahan** picking fights or what?

Post-inaugural headlines have focused mainly on little rifts Monahan has had with various persons and boards, most notably Police Chief **John J. Finnegan** and the Board of Aldermen.

Consider: When asked his stance on paying City Hall department heads more to keep them on the job, Monahan lashed out at the aldermen, accusing them of "nickel and diming" managers.

Consider: Monahan is asked about sponsoring legislation to allow the police chief — and not the mayor — be the appointing authority of the police department. In saying no, the mayor offers the chief a little management strategy, suggesting the chief spread out his top brass from the day shift to bring more experience to the afternoon and night shifts.

Finnegan did a slow burn when informed of Monahan's helpful management hints. The mayor, said Finnegan icily, "doesn't have an understanding of the collective bargaining agreements" of superior officers.

Consider: On the eve of the Planning Board vote on Laurel Ridge, a controversial elderly housing complex proposed by Beverly Hospital, Monahan speaks out against the concept of congregate elderly housing, angering top hospital officials and elderly affairs activists.

OFF THE CUFF

Monahan, scheduled to come to the hospital this week later to speak on "Housing and Homelessness," is replaced by City Planner **Peter H. Phillips**. Coincidence?

Consider: Monahan has yet to announce his plans for Harbormaster **James W. Owens**, whom the aldermen tried to put out of a job a couple of weeks ago when they voted against confirming his reappointment by Monahan.

By not acting, Monahan is effectively keeping Owens on the job on an acting basis. The aldermen

iness

State a leader in child c

But it's still just a drop in the corporate

By DALE H. SEAMANS
For The Item

BEVERLY — Business economics and children usually aren't considered bedfellows, but five panelists tried to dispel that notion yesterday at a child care seminar at Endicott College.

The sponsor — the North Shore Chamber of Commerce — is enough of an indication that child care is not a gender issue, but one of state and local economics: A lack of sufficient child care not only affects the personal lives of parents, but also their productivity as employees.

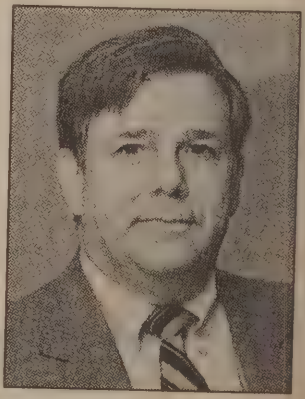
"The real reason for being here is economic," said Mary Kay Leonard, commissioner for the Office of Children. "It is no longer a women's issue. It's an economic one. It is the key to the continued growth of a healthy economy. We're not going to return to the traditional family of working dad and stay-at-home mom. That group represents less than 10 percent of (this country's population)."

"There has been a significant change in family life," echoed Dr. Richard A. LeBel, president of Corporate Child Care Consultants in Danvers. "I don't think there's going to be a return to rural America. Something has to happen to keep the family in tact. Child care can be a way of centering family life.

Times 2/5/88

* * *

GOOD NEWS: Beverly Hospital won recent acclaim in Mass. Health Care magazine's January issue for its innovative approach to marketing its services when the demand for days in hospital beds is declining. John Good, vice president oc community relations and development for the 233-bed hospital tells of the "product line management" program which creates teams of doctors, nurses, administrators, trustees and staff to produce new products. "Around 140 to 160 people have been exposed to marketing through this process," Good said. Beverly Hospital boasts 26 new "products" which include a ski clinic and aerobics clinic, which help publicize the hospital's sports medicine clinic.



John Good

* * *

Battle looms zoning chan

2/9/88

By JOHN MOONEY
Times staff

BEVERLY – A battle appears certain between Mayor F. John Monahan and the Board of Aldermen over proposed changes to the city's controversial new elderly housing law.

The board last night proposed to the Planning Board new zoning restrictions that would limit congregate elderly housing projects to five units per acre and place several other conditions on approval.

Mayor F. John Monahan has proposed to altogether eliminate the existing law that allows the projects.

Both proposals will be subject to public hearings and the Planning Board review, before the Board of Aldermen have the final review and say.

The changes come after the Planning Board last week approved the 190-unit Laurel Ridge project on a 39-acre parcel off Hale Street. Monahan immediately called the entire concept of congregate housing a "money-making scheme" and said any future consideration should be blocked now.

The law, approved last summer, allows the projects with a special permit from the Planning Board. Several restrictions exist as to minimum size of the property, the height of the buildings, and their distance from the lot lines. But there are no restrictions to the density, the primary complaint about the Laurel Ridge project.

Congregate elderly housing is the term for communities where each resident lives in independent apartments or condominiums but also is provided communal meals, security, social activities and transportation.

The aldermen last night appeared clear in their resolve to stick with the concept and only add a couple of restrictions to address the main concerns.

"I think the board believes it is a

The boa
proposed
ning Boa
restrictio
limit con
housing
units per
several c
on appro
John Mo
posed
eliminate
law tha
projects.

the surround

The only
aldermen las
extent of the
Vagos propos
acre as a "starting point," because the Laurel Ridge project was 4.8 units per acre.

But Ward 6 Alderman Thomas Fallon, whose ward includes the Laurel Ridge property, said the number should be even less – possibly as low as two units per acre.

"I'm somewhat happy with the concept but certainly not overjoyed," he said in the meeting of the board's legal committee. "I see some widespread abuses."

Fallon pointed to the 90-acre former Loeb estate, saying it could ultimately contain nearly 500 units under Vagos' plan. "That's what scares me," he said.

However, Fallon's colleagues said such a severe restriction would make the concept virtually impossible in the city. "If you want to work with the concept, you have got to be realistic," said Alderman-at-large James Doherty.

Fallon was the only one who hinted he might support Monahan's proposal to do away with the

---

Salem News 2/1/88

Aldermen oppose mayor's views on elder housing

But Planning Board hearing OK'd

BEVERLY — Mayor F. John Monahan's plan to rid city zoning law of provisions for congregate elderly housing has no vocal fans among the Board of Aldermen, but the aldermen voted Monday to give the mayor his day in court.

At their regular meeting, aldermen moved Monahan's plan along to the Planning Board for a public hearing, the next logical step. Because they gave the plan a push meant in no way aldermen like the idea of ridding totally the concept of congregate elderly housing from the zoning laws.

The aldermen's legal affairs committee, unanimous in its opposition to Monahan's plan, submitted a compromise plan, which will air at the same public hearing, likely next month.

The compromise, authored by Aldermanic President David Vagos, tightens the density of a congregate project and severely restricts future growth once built.

Vagos and committee member James F. X. Doherty said they favored keeping congregate projects to a maximum five units an acre, but fellow member Thomas C. Fallon likes even fewer. "I think three (per acre) is fair," Fallon said.

Monahan said in a recent interview that he would not oppose the concept of a compromise to his all-or-nothing plan.

The only congregate project to win favor since aldermen voted the zoning in place last year is Laurel Ridge, proposed by Beverly Hospital. Residents living near the Hale Street site angrily opposed the plan, but the Planning Board voted approval for a 190-unit project, not a 231-unit complex as originally sought.

H-W Chronicle 2/10/88

Therapy group being formed

A psychotherapy group for women aged 21 and older is being offered by the Beverly Hospital Psychiatric Consultation Services.

The group will meet on Tuesday evenings at the hospital.

A fee of $33 per session will be charged. Most types of health insurance, including Medicaid, are accepted.

The focus of the group is on enhancing self-esteem, building satisfying relationships and promoting improved communication skills.

For further information, call 922-3000, extension 2630.

Barbara Kennedy photo

The North Shore Regional Kidney Dialysis Center at Beverly Hospital in operation.

Satellite dialysis center planned

2/5/88

By **LISA KOSAN**
Times staff

BEVERLY – Because of the steadily increasing numbers of dialysis patients across the country and on the North Shore, Beverly Hospital has announced plans to open a kidney dialysis center in Saugus.

"The population of people who need dialysis treatment is expanding," said Bradford Silsby, vice president in charge of planning for Beverly Hospital. "We and the Department of Public Health, the regulator of the number of (dialysis) stations, recognized a need."

Beverly Hospital has been the site of the North Shore Regional Kidney Dialysis Center, the only dialysis center in the area, since 1969. Dr. Joel Shelkrot, director of the center and involved with planning the new site, has been on board since the beginning. He can attest to the growing need for more treatment stations and a more accessible location.

As of 1986 there were 87,000 people in the U.S. receiving some form of dialysis treatment to remove waste products from the blood, usually because of kidney failure, according to statistics from a nationwide center keeping track of kidney dialysis patients.

Shelkrot said the numbers are increasing each year and estimates it jumps by 5,000 to 9,000 anually.

The Beverly center has grown from four stations and two patients to 18 stations and about 121 patients. Patients receive care six days per week, from 5:30 a.m. to 11:30 p.m., totalling close to 13,000 treatments per year. There is an average of three patients to each nurse in the center.

Home dialysis care is available for 26 of those patients.

A dialysis station includes a dialysis machine where a patient's blood is circulated from the body to the machine

Dialysis, page A10

Lisa Kosan photo

Dr. Joel Shelkrot, director of the dialysis center.

Sal. News 4/5/88

Mayor will name committee for senior center

BEVERLY — The building commission which will oversee construction of the new senior center could be named as early as next week, Mayor F. John Monahan said Tuesday.

By law, the city must form a committee which will oversee such a project. Monahan, who is looking for nominees from Council on Aging officials, said he may submit names next week to the Board of Aldermen for final approval.

With the committee in place, the city may begin seeking funding for a land study and eventual construction of the new senior center. Elder affairs activists have long called for a new center to replace the cramped headquarters at 8 Dane St., the GAR Hall.

Beverly Hospital announced Jan. 28 it would deed to the Council on Aging an undeveloped 1.3-acre parcel located at Heather and Colon streets for a new center.

Council on Aging Director Winifred Sanborn said Tuesday the department's board of directors was expected to submit at least some names to Monahan this week.

State Rep. Frances F. Alexander, D-Beverly, and Sen. Frederick E. Berry, D-Peabody, are both expected to lobby strongly for state assistance in the center's funding.

After the aldermen approve the building commission, the first step will be hiring an architect, who will study the land and draft a potential center, Monahan said.

Sanborn, in calling for a new center, noted that her department serves 8,000 of the city's senior citizens annually, and the center is actually a second home to some.

Region. 2/11/88

Planning Board OKs Laurel Ridge housing

The controversial Laurel Ridge congregate elderly housing project won conditional approval from a reluctant Planning Board last week. The decision was reached after midnight before a hostile crowd that vowed to delay the project indefinitely in court. Beverly Hospital and its partners would be required to reduce the number of units from 231 to 190. The project would be built on 39 acres next to Endicott College on Hale Street. The Conservation Commission continued its hearing on the plans until March 10.

Mayor blasts housing as "money scheme"

Mayor Monahan charged that congregate elderly housing plans such as Laurel Ridge are only a "money-making scheme" glossing over luxry condos with a few services such as transportation and common dining and social facilities. Monahan said the city should revoke its relatively recent zoning amendment allowing congregate housing, with a special permit, anywhere in the city.

Project is 'money-making scheme'

In the past I have not always agreed with some of Mayor (F. John) Monahan's stands on issues, but I must say I commend him on his try to stop Beverly Hospital from producing the Laurel Ridge buildings in the Beverly Farms. I don't live in Beverly Farms. It will not affect me directly. But I do think that it is basically a money-making scheme Beverly Hospital has produced and that no one will benefit, especially the people who buy into that property. I wish Mayor Monahan a lot of luck stopping that type of development in Beverly, because only the taxpayers are going to lose, big.

Times 2/11/88

Beverly

Times 2/11/88

* * *

SENIORS HELPING SENIORS: Members of the Beverly Council on Aging will be among 20 area senior North Shore residents from several councils to be honored by the state Executive Office of Elder Affairs in ceremonies Friday morning at Beverly Hospital. Kudos are going to the seniors for completing a training program designed to help other older adults with health insurance questions, according to state Secretary of Elder Affairs Paul J. Lanzikos, who will present certificates to the new counselors. The five-day SHINE (Serving the Health Insurance Needs of the Elderly) training program was held at Beverly Hospital last fall.

* * *

2.11.88 Gloucester Times

Check blood pressure free

The Cable Emergency Center in Ipswich and the Bay Area Visiting Nurse Association will sponsor free blood pressure screenings at the center on Feb 16 and Feb 19 from 9 a.m. to noon and 1 to 4 p.m.

The screenings are open to all area residents and anyone wishing to attend should call the Community Relations Department at Beverly Hospital, 922-3000, extension 2480, to make an appointment.

The screenings will take place in the lobby of the center.

2/11/88

LETTERS

THE SALEM EVENING NEWS
155 Washington Street
Salem, MA 01970

Limitless loophole

To the Editor:

(Copy of a letter sent to Mayor F. John Monahan.)

Thank you for your concern over the planned Laurel Ridge development. You, like so many others, now seem to realize that the so-called elderly congregate housing complex is really a wolf in sheep's clothing, i.e. an apartment complex disguised as a solution to a housing problem.

I, as well as the other 350 members of Retired Senior Volunteer Program, feel that the concept of a special class of housing (elderly congregate) is a good concept but one rife with intrinsic problems.

It seems that, unsuspectingly, the Master Zoning clause has potential to create a new class —the wealthy elderly — and allow developers to build apartment complexes of great impact on neighborhoods without any great difficulty.

As a 17-year long resident of a Beverly neighborhood, I, like the 350-plus members of RSVP, and many members of the Beverly Cove Improvement Association (who have also signed petitions protesting Laurel Ridge) fear great harm to the traditional integrity of our neighborhoods if congregate housing can be built anywhere in the city.

At the time of the Master Zone hearings, I was one of the many who protested exceptions to an otherwise sound Master Zoning Plan. Effectively, the congregate elderly housing exception creates a limitless loophole for out-of-town and in-town developers to make a tangled mess out of our city neighborhoods.

Please continue your efforts to change the zoning and eliminate the elderly congregate housing loophole. Please vote "No" to Laurel Ridge.

Rachel Rome-Houpes
Chairwoman
Beverly Cove Improvement
Association Civic Committee

---

present to speak about bathroom safety equipment.

Registered nurses will be present to take blood pressures and to review medications.

This clinic is open to all Ipswich residents over the age of 60.

Cable offers cancer tests

The Cable Emergency Center in Ipswich will conduct a free colorectal cancer screening on Tuesday, March 8, from 1 to 4 p.m. in the conference room at the center on the lower level.

There will be no exam conducted at the screening. Participants will be given a take-home testing kit. Renee Burke, oncology nurse, will give instructions on an individual basis. The testing kits may be returned by mail or brought back to the laboratory at Cable emergency where test results will be determined.

Although people of all ages are welcome to participate, it is stressed that people 40 years of age or older take part in this important screening and be evaluated yearly by their physician.

To arrange for an appointment, call the community relations department at Beverly Hospital at 922-3000, extension 2480.

You do not have to be a resident of Ipswich to participate in this program. The program is available to all area residents at no charge.

The Cable Emergency Center is located at the intersections of routes 1A and 133 in Ipswich.

Ips. Chronicle 2/11/88

Stop-smoking clinic offered

Beverly Hospital will sponsor a stop-smoking vlinic in two locations this winter.

The free introductory sessions will be held on Monday, Feb. 22 at 4:30 and 7:30 p.m. in the Beverly Hospital lecture hall and on Sunday, Feb. 21, in the conference room of the Cable Professional building in Ipswich.

In the event of bad weather, the introduction will be held on Feb. 24 in Ipswich and on Feb. 25 in Beverly.

Following a one-hour overview of the program, registration will be conducted for those who wish to enroll in the four- week, eight-session program.

Beverly sessions will meet on Thursdays and Mondays from Feb. 25 to March 21. Ipswich sessions will be held Wednesdays and Sundays from Feb. 24 to March 20.

The clinic is taught by former smokers who have quit through this same program. Instructors use group and individual methods to help overcome the smoking habit.

The program also offers a "helpline" for constant support to participants and graduates.

For futher information, contact the Beverly Hospital Community Relations Department at 922-3000, extension 2480.

H-W Chronicle 2/10/88

Cable to test blood pressures

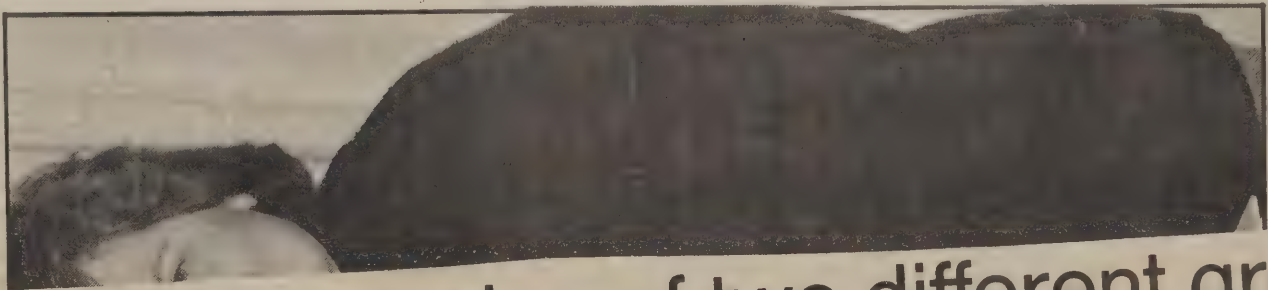
The Cable Emergency Center will sponsor free blood pressure screenings in February. The screenings will take place at the center on Feb. 16 and 19 from 9 a.m. to noon and from 1 p.m. to 4 p.m.

The screenings will be co-sponsored by the Bay Area Visiting Nurse Association.

To schedule an appointment, please call the Beverly Hospital's Community Relations Department at 922-3000, extension 2480.

The screenings will be conducted

fare



schooling, Margaret
sserts for her family.

neet and lightly press
wn with a fork.

-degree over for 12 to
until the cookies are

RSVP if you know mission of two different groups

Organizations have identical acronyms

By LISA KOSAN 2/4/88
Times staff

BEVERLY – Two organizations on the North Shore using the same four-letter acronym – RSVP – are being confused with each other even though they have very different missions.

One group has been around for 16 years and helps senior citizens find places to volunteer.

The other group was formed less than two months ago to oppose a housing project for the elderly.

The latter group, 300 Hale Street area residents, took the name RSVP – Residents Seeking a Voice in Planning – to protest the congregate elderly housing complex Laurel Ridge. A scaled-down Laurel Ridge was approved by the Planning Board early this month amid threats of lawsuits and appeals by many of the RSVP members.

But some people are confused and think it is the senior volunteer placement group, Retired Senior Volunteer Program, that is protesting Laurel Ridge.

According to GerryAnne Brown, director of the Gloucester-based senior volunteer group, there are serious questions being raised because of her group's association with the elderly.

"We are not endorsing or sponsoring that project in any way," said Brown, who has received many calls from people with questions about Laurel Ridge. "We're an agency that serves non-profit institutions and we are in no way related to Laurel Ridge."

> ***"We are not endorsing or sponsoring that project in any way. We're an agency that serves non-profit institutions and we are in no way related to Laurel Ridge."***
>
> **– GerryAnne Brown, director of Retired Senior Volunteer Program**

The senior volunteer group is funded partially by federal funds and local money, Brown said, and she does not want the public to perceive any conflict of interest.

Brown's organization has approximately 40 volunteers working at Beverly Hospital with 500 senior volunteers on the North Shore working in 110 non-profit institutions.

To compound the issue, Beverly Hospital is one of the developers behind the $35 million housing complex.

The identical acronyms of the senior volunteer group, which has existed for approximately 16 years, and the two-month-old neighborhood position group, is purely coincidental, according to a Hale Street lawyer.

"We really weren't aware of another group," said Benjamin Eisenstadt, a member of the opposition group RSVP. "One of the members came up with the name after we started playing with the words we wanted to use. That is what we are," he said. "We're residents who are seeking a voice in planning."

W

un

y have
way to d
wo are o
childre
ent at N
llege; Joa
High Sc
-grader a

s house
en't elabo
r was a
that's the
r to cook,"

ne traditic
German ba
preferred

e a lot of
an food,"
other used
ristmas. It'
's very bla
vith a crea
urned me o
loved sau
er thing I'
e to develop

orley says h
more heal
ods it eats.
ore chicken,
hter is in th
on't use butte
only a few r
butter with.
ownfall is ic
oves it, say

er family favo

icken

orley got from
be assembled
the next.
macaroni, un-

room soup
y soup
e soup
ooms, drained
tos
en or turkey,

ients together

The Gab and Gait Walkers of Beverly — Lillian Hutchinson, Anna MacDonald, Mary Femino, Joan Reed Rogers and Harriet Hill — stroll the corridors of the Liberty Tree Mall in Danvers

The Salem News/David Matt

They do the walk

Strolling clubs popular with seniors

By BETTY MUNRO
News Staff

2/11/88

DANVERS — The trio from Danvers rounded the bend by the large metal tree in the Liberty Tree Mall Wednesday morning

walking prowess.

"We're from the Peabody Pacesetters and this is our fourth year," said Callahan, wearing a floral sweatshirt and slacks. Her friend said she's participated in the four annual

Check blood pressure free

The Cable Emergency Center in Ipswich and the Bay Are Nurse Association will sponsor free blood pressure screeni center on Feb 16 and Feb 19 from 9 a.m. to noon and 1 to 4 p.m.

The screenings are open to all area residents and anyone attend should call the Community Relations Department a Hospital, 922-3000, extension 2480, to make an appointment.

The screenings will take place in the lobby of the center.

Gloucester Times 2.13. 88

H-W Chronicle 1.6/88

Blood pressure test

The Bay Area Visiting Nurse Association will sponsor a free blood pressure screening on Monday, March 21, from 11 a.m. to 7 p.m. in the reception area of the Cable Emergency Center.

There is no fee to attend the screening and walk-in guests are welcome.

1/13/88

nmering away at the ousing. He's attack- vigor he attacked reservoir upon his

Monahan can't even say "congregate elderly housing" without making a face. He calls it a "money-making scheme." Frequently.

□

Here's a new word. A police report this week detailing how a resident was complaining of kids throwing snowballs was titled, "Snowballers." Kind of catchy.

□

□

Some discussion surfaced since last week over the legality of a condition placed on the Laurel Ridge developers, prohibiting them from returning to the Planning Board for seven years with plans for an addition.

Chances are that will not be an issue in determining whether the developers appeal. **John E. Glovsky**, attorney for Beverly Hospital, and the other developers indicated he thought the condition was legal as did Assistant City Solicitor **Thomas J. Alexander**.

□

Those interested should call the Community Health Department at 283-4000, extension 131. A physician referral is required.

Gloucester Times 2.16.87

Psychotherapy group sessions available

group for women aged 21 and older is offered every Hospital Psychiatric Consultation

---

Stop smoking clinic set

IPSWICH — Officials at Beverly Hospital announce they will sponsor an eight-week stop smoking clinic in the Cable Professional building. The introductory session will be held Sunday, Feb. 21 at 4:30 and 7:30 p.m. Classes will meet Wednesdays and Sundays through March 20.

Salem News 2/16/88

Laurel Ridge foes decide to appeal

By JEFFREY REMZ
News Staff

2/17/88

BEVERLY — Opponents of the proposed congregate elderly housing project near Endicott College will appeal the Planning Board's approval.

Benjamin T. Eisenstadt, the leader of a community group against the Laurel Ridge housing, said Tuesday that the appeal would be filed in Essex Superior Court in Salem by the March 1 deadline.

"There will be an appeal," said Eisenstadt, head of Residents Seeking a Voice in Planning, "and it's a shame there has to be one, but the people were not allowed to have any kind of input. Basically, the citizens were gagged."

Eisenstadt accused the board of "constantly shutting them up."

Eisenstadt predicted that the opponents would be successful in their court battle. "When the people have their day in court in Salem, there will a different outcome," he predicted.

The suit could be followed by a countersuit against the Planning Board by the developers of the project as well, although no decision has been made.

The Planning Board approved a 190-unit project in a long, negotiation-filled session earlier this month. The developers, Beverly Hospital, Med-Quest Corp. and Brim & Associates, originally wanted 231 units.

Eisenstadt acknowledged that residents were given a say at public hearings, but he thought the minds of Planning Board members were already made up.

"In my opinion, the board prejudged the matter," Eisenstadt said, before tempering his comments. "I'm not accusing the board of being fraudulent, deceptive, or corrupt."

Eisenstadt questioned a Planning Board condition approving the project if the Conservation Commission did as well. He called the condition "highly unusual...It's just not done."

The Conservation Commission will hold a public hearing on March 10.

John E. Glovsky, an attorney representing the developers, said Tuesday that he was uncertain whether his clients also would appeal the decision. He indicated that an appeal by the residents could affect the developers' thoughts about appealing.

Support group meets

The "Loss Support Group" will meet on Tuesday, Feb. 23 from 7 to 9 p.m. at Beverly Hospital. The loss group is for parents who have experienced miscarriage, stillbirth or death of a newborn child, and offers a forum for sharing grief and developing ways to cope with the loss. There is no fee, and the group meets monthly in the hospital's library conference room. For more information, call 922-3000, ext. 2710.

Mothers club session

A new mothers club is meeting on the last Friday of each month at Beverly Hospital. Newcomers are invited to join the free sessions that meet from 11:30 to 12:30 p.m. in the hospital's lecture hall. Members may bring lunch, and their babies, to discuss common questions and concerns while meeting other mothers. Guest speakers are scheduled each month to present child and family health issues. Future sessions will present topics such as first weeks at home with a new baby, common pediatric eye disorders, hearing and language development, pediatric dental health and more. For more information, call 922-3000, ext. 2200.

2/18/88

Laurel Ridge won't file own appeal

By **JEFFREY REMZ**
News Staff

BEVERLY — Developers seeking to build a congregate elderly housing project near Endicott College will not appeal a Planning Board decision and conditions granting them approval.

Beverly Hospital President Robert R. Fanning Jr. said Wednesday that developers would not appeal because this month's decision giving them the go-ahead, while cutting the number of units.

Fanning also said the developers — Beverly Hospital, MedQuest Corp., and Brim & Associates — did not want to "lose some credibility in the community" by appealing.

The decision comes one day after opponents of the Laurel Ridge project decided to appeal the Planning Board's vote to Essex County Superior Court. The appeal must be filed by March 1.

Opponents, who banded together as "Residents Seeking a Voice in Planning," had charged that the project would have increased traffic and density, while cutting property values. Fanning denied that.

Fanning also said the developers would withdraw without prejudice their plans before the Conservation Commission, meaning they can file them again at any time.

Fanning said he was aware of the appeal of Residents Seeking a Voice in Planning. "Without seeing their rationale, our decision would be not to appeal," he said. "We believe the Planning Board gave careful thought and deliberation to what we proposed."

The developers originally sought 231 units on Hale Street.

But after pressure from the board, the developers agreed to cut the number to 200.

During the board's meeting this month, that figure was cut by 10.

Fanning said that after considering the expense of an appeal, the developers decided against it.

"We said we would be willing to live with 200," Fanning said, adding that an appeal "would serve no useful purpose."

Benjamin T. Eisenstadt, a leader of the opposing group, said that his side had not been given a say before the Planning Board, a charge denied by several members. Eisenstadt said the board "prejudged" the special permit.

Planning Board member Charles F. Grimes said Wednesday the charge was "highly inaccurate in view of the events. The Planning Board in my view complied in every part with the statutory requirement. This project was by no means a surprise to anyone."

Fanning said the decision-making "could not have been any more open. To say the process was railroaded was a gross exaggeration."

His immediate concern is starting construction of the project, but that will have to await both the court appeal and the Conservation Commission.

A public hearing had been scheduled for March 10, but Fanning said that the developers could not submit required information by the commission's deadline.

The application will be resubmitted to the Conservation Commission, requiring another hearing.

"We're interested in a speedy resolution of this," Fanning said.

Times 2/18/88

PRENATAL EXERCISE PROGRAM: A prenatal exercise program will begin at the Beverly Hospital on Tuesday, March 8.

Classes will meet for eight weeks, on Tuesdsys and Thursdsys, from 5:30 - 6:30 p.m. at the hospital's lecture hall.

The program will be taught by a registered physical therapist experienced in prenatal needs. Instruction will include stretching, toning and relaxation.

A fee of $50 will be charged. Physician consent is required for enrollment in the prenatal exercise classes. It is recommended that women begin the classes in their first or second trimester of pregnancy. For further information or enrollment, contact the Beverly Hospital Physical Therapy Department at 922-3000, ext. 2670.

Times 2/18/88

* * *

AMUSING FOOTNOTE: On a "fun" scale of 1-10, being in the hospital must rank a minus-whatever.

But one North Shore resident recently got a chuckle in the aftermath of his discharge from Beverly Hospital.

A notice of charges billed to his insurance company by the hospital included one sum for "prenatal testing."

He telephoned the hospital to assure them that, not only is he not pregnant, but, the man added, "I'm too old, anyway."

* * *

THE TIMES
THURSDAY
FEB. 18, 1988

BEVE

Lawsuits mount against c

By LISA KOSAN
Times staff

BEVERLY – City Hall officials can remember the days when lawsuits were few and far between. But now something is causing plaintiffs to appear, challenging the city on various issues.

Planning Board members, Mayor F. John Monahan and the Board of Aldermen have had their names attached to almost a dozen lawsuits in the last few months.

Planning Director Peter Phillips said the increase is due to a "litigation happy society".

Other City Hall officials claim the plethora of practicing lawyers are to blame for the onslaught of appeals and suits.

Others cite the growth spurt in the city over the last two years and still more say people refuse to take responsibility for themselves and decide to take the matter to court.

Almost one year ago the city had more than $3 million in lawsuits and claims against the city and expected to lose only about $300,000. Many of those suits are still pending, particularly the Elliott Chambers suit worth $2.1 million filed in 1984.

More recently, developers, neighbors and residents have filed for appeals or damages against the Planning Board claiming decisions, or the lack of decisions, has caused them to lose money or development rights.

"If people feel aggrieved today, they just file suit," said Monahan. "I'm sure these people have their reasons and the courts will decide on the merits."

Some lawyers, however, feel that some of the city's boards have lost direction and instead of controling city growth and policy the boards tend to put up obstacles. The developers and landowners, laywers said, are ready to stand up for their rights to develop property they own.

> "
>
> ***If people feel agg***
> ***today, they just fi***
>
> **Mayor F**

The third lawsuit fron
the proposed Thousand
off Boyles Street and
businessmen with prop
general commercial zon
recent Supreme Court d
a zoning ordinance in C

In the Colorado case,
able to receive damages
was in effect, "taken" b
of the rigidity of its zon

---

present.

Times 2/18/88

BLOOD PRESSURE S
ble Emergency Center and
Association will sponsor fr
ings on Friday, Feb. 19, f
from 1 to 4 p.m., in the
Emergency Center, at 126 County Road, in Ipswich.

CANCER SCREENING: The Cable Emergency Center in Ipswich will conduct a free Colorectal Cancer Screening on Tuesday, March 8, from 1 to 4 p.m., in the conference room at the center.

There will be no exam conducted at the screening, participants will be given a take-home testing kit. Renee Burke, oncology nurse, will give instructions on an individual basis. The testing kits may be returned by mail or brought back to the laboratory at Cable Emergeney where test results will be determined.

Although people of all ages are welcome to participate, it is stressed that persons 40 years of age or older take part in this important screening and be evaluated yearly by their physician.

To arrange for an appointment, call the Community Relations Department at Beverly Hospital: 922-3000, ext. 2480.

Support group meets Feb. 23

Salem News 2/19/88

BEVERLY — The LOSS support group, for parents of children who died stillborn or soon after birth, will meet Tuesday, Feb. 23, 7-9 p.m., at Beverly Hospital. For more information, contact the hospital.

Suburban News 2/23/88

LOSS SUPPORT GROUP

The LOSS support group will meet on Tuesday, February 23 from 7-9 p.m. at the Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage, stillbirth or death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss.

There is no fee for the support group, which meets monthly in the hospital's library conference room.

For further information, contact the Social Service Department at 922-3000, ext. 2710.

Laurel Ridge plans n hold

on hold for month

2/19/88

By LISA KOSAN
Times staff

BEVERLY – Developers of the Laurel Ridge congregate elderly housing project on Hale Street last night withdrew their plans from the Conservation Commission, delaying their bid to build the complex for another few months.

"We just didn't have time to give the commission completed plans by that time (last night)," said Robert Fanning, Beverly Hospital president. Beverly Hospital, Brim & Assocs. and Medquest Corp. are the developers of the complex.

Fanning said he expects to be back before the Conservation Commission by the spring "with a more thoroughly developed set of plans."

The Conservation Commission unanimously approved a written request from the developers to withdraw their plans without prejudice. The developers wil lowed to return to the com when they are prepared fo public hearing.

Developers of the 190-uni ment complex last appeare the Conservation Commis Feb. 4. They were told th would have until yesterda mit all information on the tial impact to wetlands ar life on the site to commissioners enough tim view the material before a 10 meeting.

"I think they really didn' stand exactly how much they had to do," said Conse Commissioner Peter Gilm more said the developers w to file for a new public when they are ready to g the commission.

"We had no alternativ John Glovsky, the Beverl representing the deve

Elderly, pa

Bev Times 2/19/88

GOINGS ON

CONCERT: An evening of music will be offered on March 4 at the First Parish Church in Beverly, beginning at 8 p.m.

The concert will be given by North Shore residents to benefit the Beverly Hospital. The suggested donation is $6 for adults and $4 for senior citizens and students.

The concert is organized by Cornelia Glazier of Beverly to raise funds for the Cardiac Care Unit and North Shore Regional Kidney Dialysis Center at the Hospital.

The concert will be dedicated in honor of Elizabeth Thorne Goss, who has been a patient at the Dialysis Center for eight years, and in memory of Ernest W. Peabody.

Participants will be: Cornelia Goss Glazier, lead soprano and soloist at the First Parish Unitarian and First Baptist Churches of Beverly; and Katherine Goss Stewart, soprano and soloist for the First Parish Unitarian Universalist Church of Portland, Maine.

Other participants include: Beth Peabody Brown, lead alto and soloist at the First Parish and First Baptist Churches of Beverly; Lawrence Zwicker, lead tenor and soloist at the same Beverly churches; and Jim Osborne, baritone soloist for Beverly's First Baptist Church.

singers will be Robert Little-

2/20/88
Suburban News

"An Evening of Music" in Beverly

BEVERLY -- "An Evening of Music" will be offered on March 4 at the First Parish Church in Beverly, beginning at 8 p.m.

The concert will be given by a group of musically talented North Shore residents to benefit the Beverly Hospital.

Suggested donation is $6 for adults and $4 for senior citizens or students.

at the First Parish Unitarian and First Baptist Churches of Beverly; Katherine Goss Stewart, soprano and soloist for the First Parish Unitarian Universalist Church of Portland, Maine; Beth Peabody Brown, lead alto and soloist at the First Parish and First Baptist Churches of Beverly; Lawrence Zwicker, lead tenor and soloist at the same Beverly churches; and Jim

---

Suburban News 2/20/88

New mothers club at Beverly Hospital

BEVERLY — A new mothers club is meeting monthly at the Beverly Hospital, and newcomers are invited to join the free sessions.

Gathering on the last Friday of each month, the mothers club meets from 11:30 a.m. to 12:30 p.m. in the hospital's lecture hall.

Members may bring lunch and their babies and share opportunities to discuss common questions and concerns while meeting other moms.

Guest speakers are also scheduled each month to present child and family issues.

On February 26 Nancy Bailey, director of Child Care Management at Beverly Hospital, will discuss choosing appropriate child care options, including day care centers, family providers and nannies.

Future sessions will present topics such as the first weeks at home with a new baby, common pediatric eye disorders, hearing and language development, pediatric dental health and other issues.

New members are welcome to join the February club meeting. For further information, contact the Beverly Hospital Maternity Department at 922-3000, Ext. 2200.

ConCom may delay Laurel Ridge action

By JEFFREY REMZ 2/22/88
News Staff

BEVERLY — Developers of a

pro-
serva-
with
ether
them
s.
er H.
aurel
ld up
their

n ap-
cision
g the
Med-
Asso-

ission
of an
e de-

The decision followed a request by the attorney for the developers to do so because they were unable to provide required information by the commission's deadline.

New plans will be filed later this spring, according to John E. Glovsky, attorney for the developers.

"If that's going to happen, I don't know what we will do," Gilmore said. "We could wait until it gets settled in court."

But if developers submit plans, "we are going to have to do something with it," Gilmore said.

The commission received a letter prior to Thursday's vote from Glovsky, attorney for Beverly Hospital, MedQuest Corp., and Brim & Associates, the developers of the 190-unit complex slated to be built on Hale Street next to Endicott College.

In his letter to Conservation Commission Chairman Raymond Bouchard, Glovsky said that the reduction in the size of the project from 231 — the number originally sought by the developers — to 190 units by the Planning Board "has required substantially more planning and drafting work than anticipated and as a result, (the) applicant is unable to meet the Feb. 18 filing deadline."

The commission imposed the deadline at a meeting earlier this month. A public hearing had been scheduled for March 10.

The Conservation Commission would have considered the impact of the project on wildlife and wetlands.

The Planning Board approved the project this month, setting the stage for the Conservation Commission to act.

The complex has drawn widespread opposition from neighbors, who argued that the housing would result in too much traffic and density and lower housing prices.

Members of Residents Seeking a Voice in Planning, the opposition group, said last week they intend to file an appeal of the Planning Board decision in Superior Court in Salem by a March 1 deadline. The developers announced they would not appeal the decision that reduced the density to 190 units.

Prospect Street project's height bothers board

By LARRY BLAKE
News Staff

PEABODY — The South Congregational Church seemed to have no strong opposition to the proposed five-story high condominiums that could be its neighbors on Prospect Street.

But the Planning Board still isn't crazy about the proposal of Alvin Slotnick of Newton Highlands and Northeast Health Systems, developers of the 14-acre lot.

The board was planning to make a recomendation to the City Council at its meeting Thursday, but decidided to wait until its next meeting — two weeks away — in hopes the developers would change the plan.

The chief concern was the height of the buildings, although some members were also concerned about traffic and the possibility of car accidents where the project's driveway would be. The driveway is at the intersection of Cross and Prospect Streets opposite an entrance to the Northshore Shopping Center.

Board member James Langin said the land, on Hog Hill, slopes down substantially; and the three buildings planned could be placed back further on the site, on lower land, so the buildings don't appear so high. "The land drops off 50 feet to the rear of the lot. It could be terraced so you don't see them. It doesn't make sense to put three buildings on the highest part of the lot."

Christopher Mello of Northeast Engineering said he and other agents of the developers had met with the church's prudential committee during the week; and church members seemed satisfied after being told what the developers plan, to screen the buildings from the church.

Board member Judith Selesnik said she was worried about the driveway coming out at the Cross-Prospect Streets intersection. When there is snow on the ground it will be a problem, she said. But Mello said it was good planning to place the driveway there, so motorists wouldn't have to worry about two intersections and would see all traffic coming into the intersection.

Board member William A. Cataldo Jr. said he was also worried about traffic at the interesection and also argued rezoning the site (to a residential R-4 zone from a combined R-3 and business zone) was "spot zoning."

The board has 2½ weeks to make a recommendation to the City Council, which makes the final zoning decisions.

Daily Evening Item

2/23/88

Lifestyle

The Liberty Stroll

Each morning, long before the stores open, the Liberty Tree Mall in Danvers is a beehive of activity. The Liberty Strollers, a group of fitness-minded folks, turn the shopping center into a walking course. Lifestyle, Page 13.

The Item call 593-7700

Taking . . .
SALE

Salem News 2/24/88

March 4 concert benefits hospital

BEVERLY — "An Evening of Music" will be offered March 4 at the First Parish Church in a benefit for Beverly Hospital.

The 8 p.m. concert will feature Cornelia Goss Glazier, lead soprano and soloist at First Parish Unitarian and First Baptist Churches of Beverly; Katherine Goss Stewart, soprano and soloist for First Parish Unitarian Universalist Church of Portland, Maine; Beth Peabody Brown, lead alto and soloist at the First Parish and First Baptist Churches of Beverly; Lawrence Zwicker, lead tenor and soloist at Beverly's First Parish and First Baptish Churches; and Jim Osborne, baritone soloist for Beverly's First Baptist Church.

Accompanying the singers will be Robert Littlefield on organ and piano; Paul Opel on guitar and clarinet; Cindy Shupp on flute; John Stewart on string bass; Aldene Gordon on cello; Wendy Stewart on piano and bassoon; and Priscilla Deck on violin.

The gr
of Purc
Brahms,
Lobos.

The co
for the
North S
Dialysis C

The co
to Elizab
tient of
eight yea
Ernest W.

The sug
for adults
zens and s

Tickets
door.

RX ... FOR YOUR HEALTH

Lynn Item 2/24/88

Beverly Hospital is offering a prenatal exercize program beginning Tuesday, March 8. It will meet for eight weeks on Tuesdays and Thursdays, 5:30 to 6:30 p.m. in the hospital's lecture hall. Physician consent is required for enrollment and it is recommended that women start the classes in their first or second trimester of pregnancy. The program will be taught by a registered physical therapist, and includes stretching, toning and relaxation. A fee of $50 will be charged. For more information or registration call 922-3000, ext. 2670.

* * *

"An Evening of Music," will be offered March 4 at First Parish Church in Beverly, beginning at 8 p.m. The concert will be given by a group of talented North Shore residents to benefit Beverly Hospital. Suggested donation is $6 for adults and $4 for senior citizens and students.

Participants will be Cornelia Goss Glazier, Katherine Goss Stewart, Beth Peabody Brown, Lawrence Zwicker and Jim Osborne. Composers that will be represented include Purcell, Mozart, Haydn, Brahms, Beethoven and Villa-Lobos.

The public is invited to attend and tickets may be purchased at the door.

---

pswich Chronicle
2/25/88

Letters

amily thanks the community

o the Editor:
This letter is to give public, open
nd profuse thanks to all the dear
eople of Ipswich who expressed
are for us and our daughter, Emi-
y, recently.
The people at Cable Emergency
enter whose decision it was to call
Med Flight gave us all the very best
hey could. Dr. David M. Jewett,
urse Mary Bright, EMTs Tom and
Jim, we will never forget you. Also,
he emergency room secretary did
n outstanding job of helping us
elephone our support people.
Thank you.

Thanks to all the children of Winthrop School who sent cards. And thanks for all the individual well wishes to Emily from teachers and staff of Winthrop School.

All the many expressions of love and concern from our friends, neighbors and church family held us together through a very scary time.

Thank you all sincerely.

Dan, Kristen, Mary, Michael and
Emily Callahan
38 County St.

High-tech ribbon-cutting marks high-tech medical center

By **PAUL SWEENEY**
Times staff

2/25/88

PEABODY – It was a high-tech, ribbon-cutting ceremony for the opening of a high-tech medical diagnostic center.

When Gary Stimac, clinical director of North Shore Magnetic Imaging Center, broke the electrical current of a magnet inside a long yellow ribbon by flicking a switch, the ribbon tore in half, symbolizing the grand opening of the center, the first on the North Shore.

An open house at the center's 68 Prospect St. facility in Peabody yesterday joined officials from Salem Hospital, Beverly Hospital, Addison Gilbert Hospital in Gloucester and AtlantiCare Medical Center in Lynn, all of which funded the $2.4 million facility. The four hospitals will share the center's services.

"The opening of the North Shore Magnetic Imaging Center brings the latest diagnostic technology to the area," said Robert Fanning, president of Beverly Hospital. "After people see the equipment and hear about its capabilities, (the center) will have not only local and statewide presence but national presence. This is one of the finest type of these facilities around the country."

The center features a General Electric magnetic resonance imaging machine, which is the newest diagnostic imaging technique. It enables parts of the body to be viewed in great detail. Magnetic resonance imaging is safer than CT scanning or X-rays because it transmits radio waves through a magnetic field that surrounds the patient and does not use ionizing radiation.

A computer converts the radio waves into bits of information and creates graphic images of internal body structures that were previously difficult to observe, officials said. Magnetic resonance imaging can produce "unprecedented detail" of brain lesions, most diseases of the spine, head and neck and large joints, Stimac said, and evaluation of the liver, pancreas, and arms and legs is improving.

The machine possesses a strong magnetic field. People at the ceremony were told to leave keys, pens, change and other metal objects in another room when touring the room housing the machine.

A computer center looks into the room and produces the images for doctors to view. By the use of mirrors patients may see the computer, which makes the process more comforting, officials said.

On a wall in a nearby conference room, prints of some images hang, looking more like snap shots than a blurry X-ray.

"This machine is one of very few in Massachusetts," said Harold Weintraub, medical director of the facility.

Magnetic resonance imaging centers are common in other parts of the nation, and Weintraub said the center visited various places to find what he said is the best machine and an expert to run the facility (Stimac, who has worked with four other imaging centers).

Aside from providing patient care, the center will also do research into the latest magnetic resonance imaging technology, Stimac said. "The nearness of the Boston teaching institutions to the center will facilitate the exchane of information," Stimac said.

The center started using the new machine on patients – with no hitches aside from a few cases of claustrophobia – on Feb. 8, but yesterday's ceremony was the formal opening. The open house was held under a tent set up in the parking lot of the center.

Officials said they hope they would be able to diagnose 10 patients a day and 3,000 a year.

"This center rivals Boston hospitals in quality of images produced and in terms of expertise," Stimac said.

BEVERLY

Hospital room rates may dip 3%

By JEFFREY REMZ
News Staff

High-tech ribbon-cutting opens medical center

By PAUL SWEENEY
Bev Times staff 2/26/88

PEABODY – It was a high-tech, ribbon-cutting ceremony for the opening of a high-tech medical diagnostic center.

When Gary Stimac, clinical director of North Shore Magnetic Imaging Center, broke the electrical current of a magnet inside a long yellow ribbon by flicking a switch, the ribbon tore in half, symbolizing the grand opening of the center, the first on the North Shore.

An open house at the center's 68 Prospect St. facility in Peabody Wednesday joined officials from Salem Hospital, Beverly Hospital, Addison Gilbert Hospital in Gloucester and AtlantiCare Medical Center in Lynn, all of which funded the $2.4 million facility. The four hospitals will share the center's services.

"The opening of the North Shore Magnetic Imaging Center brings the latest diagnostic technology to the area," said Robert Fanning, president of Beverly Hospital. "After people see the equipment and hear about its capabilities, (the center) will have not only local and statewide presence but national presence. This is one of the finest type of these facilities around the country."

The center features a General Electric magnetic resonance imaging machine, which is the newest diagnostic imaging technique. It enables parts of the body to be viewed in great detail. Magnetic resonance imaging is safer than CT scanning or X-rays because it transmits radio waves through a magnetic field that surrounds the patient and does not use ionizing radiation.

A computer converts the radio waves into bits of information and creates graphic images of internal body structures that were previously difficult to observe, officials said. Magnetic resonance imaging can produce "unprecedented detail" of brain lesions, most diseases of the spine, head and neck and large joints, Stimac said, and evaluation of the liver, pancreas, and arms and legs is improving.

The machine possesses a strong magnetic field. People at the ceremony were told to leave keys,
change and other
when touring the r
A computer cent
duces the images f
mirrors patients ma
the process more c
On a wall in a ne
some images hang, l
a blurry X-ray.
"This machine is
setts," said Harold W
facility.
Magnetic resonan
in other parts of the
center visited variou
the best machine a
(Stimac, who has w
centers).
Aside from provid
also do research int
imaging technology,
the Boston teaching
facilitate the exchan
The center starte
patients – with no hi
claustrophobia – on F
was the formal open
under a tent set up i

Officials said they
diagnose 10 patients a
"This center rivals
images produced and
said.

Cricket 2/26/88

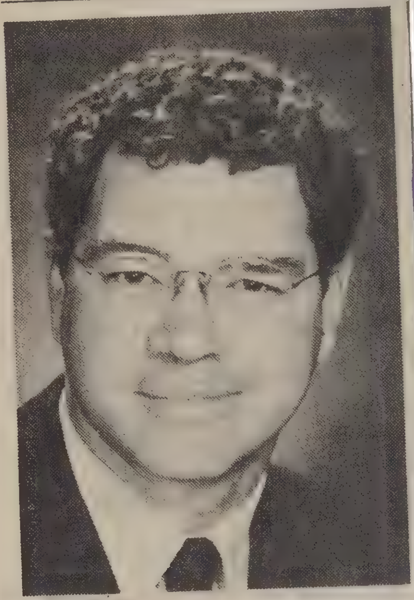
Joins Dr. Barrett's Medical Practice

Steven A. Barrett, M.D. is pleased to announce that Anne P. Graham, R.N., M.S.N., C.P.N.P., nurse practitioner subspecializing in Pediatrics, has joined his medical practice.

Anne is originally from Bangor, ME, but trained at Boston College and Yale, and formerly worked at Longwood Pediatrics in Boston. She currently lives in Essex with her husband.

Her particular interests are newborn care, adolsecent medicine, and women's health issues. She is also interested in expanding her community involvement, including working in schools and local daycare centers.

Manchester Cricket 2/26/88



Dr. Robert D. Tufts, Jr.

Dr. Tufts Open New Practice

Dr. Robert D. Tufts, Jr. announces the opening of his practice in Internal Medicine and Pulmonary Disease at Beverly Hospital, Herrick Street, Beverly, Massachusetts.

Dr. Tufts is a graduate of Dartmouth College and the University of Massachusetts Medical School. After completing his internship and residency at St. Vincent Hospital in Worcester, Massachusetts, he was awarded a two-year fellowship in pulmonary medicine at Massachusett
General Hospital. In addition to hi
general internal medicine practice
Dr. Tufts' subspecialty of pulmonar
medicine focuses on diseases of th
lungs, such as asthma, bronchitis an
emphysema. Dr. Tufts is boar
certified in both internal medicine an
pulmonary disease.

Dr. Tufts resides in Mancheste
with his wife, daughter, and twin son

Lynn Item 2/26/85

A grand opening reception was held Wednesday afternoon at the North Shore Magnetic Imaging Center in Peabody. The innovative medical facility, a joint venture of several area organizations, will officially open Sunday. Participants at the ribbon-cutting ceremony included, from the left: Michael Geaney, Ted Scharfenstein, Robert Fanning, Dr. Harold Weintraub and Dr. Gary Stimac.

Item photo: Walter Hoey

Magnetic Imaging Center opens doors on Sunday

The North Shore Magnetic Imaging Center, a facility that brings the most modern radiologic imaging technology to the North Shore, will open Sunday, 2 to 4 p.m. at 68 Prospect Street, Peabody.

The center began accepting patients Feb. 8.

The facility is a joint venture of Addison Gilbert, Beverly and Salem hospitals and AtlantiCare Medical Center. The four hospitals formed a consortium in 1984 to bring this technology to this area and the Merrimack Valley.

Magnetic resonance imaging (MR), the newest diagnostic imaging technique, enables parts of the body to be viewed with greater detail than was ever before possible. The clinical director of the center is Dr. Gary K. Stimac, former director of Neuroimaging at the University of Washington Hospitals and the First Hill Diagnostic Imaging Center in Seattle. Medical director of the facility is Dr. Harold Weintraub, radiologist at AtlantiCare Medical Center.

"The North Shore Magnetic Imaging Center represents an unusual opportunity to address the needs of the entire North Shore," says Dr. Stimac, who has extensive training and experience in MR imaging, particularly of the head and spine.

Unlike CT scans or X-rays, MR uses no radiation. Instead, radio waves are transmitted through a magnetic field that surrounds the patient. A computer converts these waves into bits of information and creates graphic images of internal body structures that previously were difficult to observe.

"The nearness of the Boston teaching institutions to the center will facilitate the exchange of information," says Dr. Stimac.

The cost of the $2.4 million project is being shared equally by the four hospitals. More than 3,000 MR procedures are expected to be performed annually at the center.

BLOOD PRESSURE SCREENING: On Monday, March 21, the Bay Area Visiting Nurse Association will sponsor a free blood pressure screening from 11 a.m. to 7 p.m. in the Reception Area of the Cable Emergency Center.

There is no fee to attend the screening and walk-in guests are welcome. You do not have to be a resident of Ipswich to take part in this screening. All area residents are welcome to attend.

The Cable Emergency Center is located at 126 County Road in Ipswich at the intersection of Routes 1A and 133.

CANCER SCREENING: The Cable Emergency Center on County Road in Ipswich, will sponsor
March 8,
Oncology
There v
a take-ho
back to t
determin

Appeal filed to hold up Laurel Ridge

3.1.88

By LISA KOSAN
Times staff

BEVERLY – Opponents of the Laurel Ridge congregate elderly housing project filed an appeal yesterday in Superior Court that could hold up construction of the complex for two years or more.

The appeal is based on a Feb. 2 Planning Board decision that approved a special permit for a scaled-down version of the 39-acre Hale Street complex. That approval was subject to 13 condititions, which included the exhaustion of all appeal processes.

"One of the key points is that the Planning Board exceeded its authority," said lawyer Benjamin Eisenstadt, a member of the opposition group called Residents Seeking a Voice in Planning. Eisenstadt filed the appeal on behalf of the 300-member group.

> *"One of the key points is that the Planning Board exceeded its authority."*
>
> **– Benjamin Eisenstadt, Laurel Ridge opposition**

"We felt the decision at the Planning Board level was wrong and we would like to see it overturned," Eisenstadt said in a phone interview.

Opponents and supporters of the project packed the aldermen's chambers at City Hall during the public hearing process. Following the Planning Board approval last month members of RSVP threatened they would appeal the decision.

Developers of the 190-unit apartment complex, however, said the appeal will not stop their plans to bring the housing project to Beverly.

"We plan to successfully make our presentation to the Conservation Commission," said Robert Fanning, president of Beverly Hospital. "There's nothing to keep that from going ahead." The hospital, along with Brim & Associates and MedQuest Corp., is a developer of the project.

Developers withdrew without prejudice their plans from the Conservation Commission on Feb. 18 to get more time to revise them and address issues regarding the protection of wetlands and wildlife on the site. Fanning said he expects to be back before the commission this spring.

Conservation Commission Chairman Raymond Bouchard described the situation as a "Catch 22." The developers do not need the special permit in hand to appear before the commission, he said, only the proof that they applied. "This might throw a twist into things but we'll have to look into the legality of it all."

Appeal, page A12

---

project

variety of "violations"
special permit granting
ude many of the claims
public hearing process
roperty value, increased
ion, and "impairment to
orhood.

sky, who is representing
iting to see whether the

he said of the appeal.
ndicate they were plan-

LIVING/HEALTH

Finding out what's wrong

Hospitals join to provide clearer pictures of patients' innards

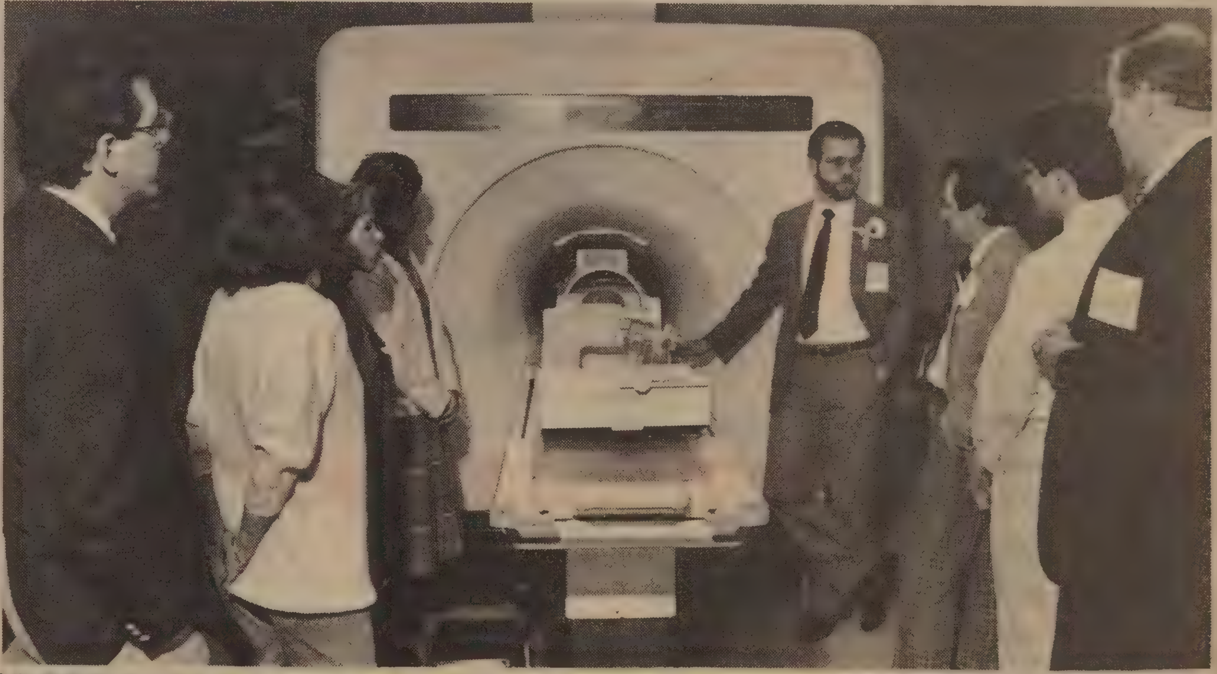
By KATIE PARKER
News Staff

It looks like a black and white photograph of a surgically-opened knee, but it isn't. The procedure sounds like that of a CT scan, but it isn't.

It's called Magnetic Resonance Imaging, (MRI), a new diagnostic tool designed to be clearer than an X-ray and more versatile than a CT Scan. As the patient lies in a magnetic field, the MRI scanner creates an image by transmitting radio waves, similiar to the average TV signal, through the field.

The device, with a price range of between $800,000 and $2 million, is now in use at The North Shore Magnetic Imaging Center in Peabody and is a joint venture of Addison Gilbert, Beverly Hospital, Salem Hospital and AtlantiCare Medical Center. The center, which was dedicated Sunday, will service primarily North Shore patients and will work in conjunction with the North Shore hospitals.

The center expects to perform more than 3,000 MR procedures



Administrative technologist Robert Parry, rear, explains how the scanner works to a group touring the North Shore Magnetic Imaging Center on Sunday.

Ralph Turcotte

then escorted to the room that contains the scanner, known as the magnet room.

The room, its walls painted a soft pink and hung with pictures,

technologists through a microphone.

After the scanning begins, the patient must remain motionless throughout the whole procedure.

of the body from any plane or angle without losing resolution. The CT scan can only produce images in one plane while maintaining optimal resolution, said Parry.

Laurel Ridge court appeal official

By JEFFREY REMZ 3/2/88
News Staff

BEVERLY — Residents opposed to Laurel Ridge kept their promise this week by appealing the Planning Board's decision to grant the congregate elderly housing development a special permit.

The court action by 11 Beverly residents, who said last month that they would appeal, seeks to overturn the Planning Board vote to allow a 190-unit housing complex off Hale Street near Endicott College.

The project is a joint development of Beverly Hospital, Brim & Associates, and MedQuest Corp. The trio initially sought to construct 231 units. After several Planning Board members objected to the density, the developers agreed to cut the size to 200 units.

But at the Feb. 2 Planning Board meeting, [illegible] number was
further reducec
last-minute barg

The project a
death blow at t
Planning Boar
David C. Saba
vote against g
permit becaus

Developers needed the vote of all six Planning Board members voting that night.

The appeal, filed at Superior Court in Salem, claimed that the "specific site is not an appropriate location for the proposed use, that adjoining uses will be adversely affected."

The court papers also claimed that property values in the area would be harmed by the development, and traffic problems would be aggravated.

"There are valid objections from abutting property owners based on demonstrable fact," according to the appeal.

"The proposed project will have a demonstrably detrimental effect on the character of the neighborhood, on the natural environment, and will damage off-site streams, ponds, and coastal marshes," the appeal claims. "Therefore, the Planning Board [illegible] granting

done for the city and the developer indicated that the development would not have much impact.

But a study done for the opponents concluded that the project would increase traffic hazards.

Environmental issues will be addressed by the Conservation Commission.

A public hearing had been scheduled for next week, but it was postponed because the developers said they needed more time to submit the requested information.

The Conservation Commission probably will hold a hearing on the application this spring.

The appeal also challenged the right of three Planning Board members — Gregory P. Hammond, James A. Manzi, and Marguerite R. Coughlin — to vote.

According to the appeal, their terms expired Dec. 31, 1987. [illegible] chose not to be reap-

---

Board 'holdover' cited in appeal

By LISA KOSAN
Times staff

BEVERLY – An implication in a civil suit that the city improperly manages the appointment and confirmation of Planning Board members is "spurious," according to Alderman President David Vagos.

The charge is contained in the court appeal filed against the Planning Board for its approval of the Laurel Ridge housing project off Hale Street.

The appeal states that Gregory Hammond was not an official Planning Board member on Feb. 2 when he voted with five other planners to approve the 190 units that will make up the Laurel Ridge project. He was a holdover member, awaiting the confirmation of a new member.

Vagos and other city officials cited city ordinances that allow board members to serve until a suitable replacement is confirmed by the aldermen.

According to the appeal filed Monday in Essex County Superior Court by the lawyer for Residents Seeking a Voice in Planning, the city "exceeded its authority" by allowing the Planning Board to act on the housing proposal without

Holdover, page A8

holdover provisions and [illegible] able to find one. "State law, however, says when a term expires it expires," he said.

When asked if the city has such a provision Vagos said "sure we do. If you read the legislation cre-

it received a copy of the appeal yesterday and will look into the allegation.

"Holdovers have never been challenged," said City Solicitor Albert Ricci, thinking back to the

---

HOR

ed in Lau

before he took his City Ha
ion. "We hold people ove
."

e provision "could be in
statute or the city charter
aid. "We have to look at both
senstadt said RSVP is seekin
ave the Planning Board a
val overturned and have a ne
lic hearing called.

he granting of the special pe
included a list of 13 condition
ranging from the limitations o
size and density to water and fi
safeguards, blasting requiremen
and the exhaustion of all appea
processes.

Approval is also based on th

in an unusual housing [illegible]

North Shore gains 5 Leap Year babies

Five Leap Year babies were born to North Shore couples Monday.

At Beverly Hospital, girls were born to William and Paula Bartlett of Beverly, Mary and Robert Moran of Peabody and Mark and Michele Chrisos of Danvers.

At Salem Hospital, a baby girl, Tracey Michelle, was born to Mr. and Mrs. Stanley Kolodziez Jr. of Peabody, and a baby boy, Ashwin, was born to Mr. and Mrs. Jaswant Bhaghat of Peabody.

1/88

News 2/3/88

Prenatal exercise program begins

BEVERLY — A prenatal exercise program begins Tuesday, March 8, at Beverly Hospital. Classes meet for eight weeks, 5:30—6:30 p.m. Contact the hospital for more information.

MUSICAL EVENING: Tickets are still available for "An Evening of Music", a concert to benefit the Beverly Hospital.

The concert will be held tonight at the First Parish Church in Beverly, beginning at 8 p.m.

The suggested donation is $6 for adults and $4 for students or senior citizens.

Tickets are available at the First Parish Church, First Baptist Church and Beverly Hospital volunteer office. They may also be purchased at the door on the evening of the concert.

The program has been arranged by Cornelia Glazier of Beverly to benefit the hospital's cardiac care unit and North Shore Regional Kidney Dialysis Center.

THE TIMES
FRIDAY
MARCH 4, 1988

LETTERS

A warm staff

Entering the hospital is an anxious moment for an individual at any age.

I went to Beverly Hospital for back surgery, at 38 years old, "scared to death."

After five minutes in admitting with Connie and staff, I began to feel comfortable; they generated warmth and kindness that was needed. On Ayer floor, I was greeted by a warm hand and a kind smile that let me know I was an important person.

Frances, a therapist, came and told me it would hurt, but that I should take a deep breath. Marcia, a nurse, then told me to lie down and relax, all with a smile and touch. The operating nurse entered laughing, stroking my arm and entertained me the whole way to the holding room. I was met by Dr. Lovejoy, an orthopedic surgeon, and his assistant, Tricia. He smiled, held my hand, and said that we were ready. Dr. Carp and an anesthesiologist asked me questions, all with a smile and on a first-name basis.

"Wake up, Rene, it's all over, how do you feel?" asked the attendants.

Ayer floor nurses and staff, take a bow, because I give you a standing ovation. Their efficiency, competency and care is beyond expectations. Gene Pendleton, a worker in the cafeteria, waits on everyone's demands and performs her tasks with patience and a smile; she has a great "bedside manner."

A special thanks to all my friends – yes, friends (I miss you all and never again will be fearful to go to the hospital). They are: Dr. Dobson and Sally; Dr. Lovejoy and Tricia; Dr. Carp; Pat Ford and Betsey Simmons; Carol Davey; Gene Pendelton; Connie; Frances; John and many others.

Corinne (Rene) Biscardi
Lynnfield

---

th Shore Magnetic aging Center has nd opening

h Shore Magnetic Im-
r, a facility that brings
odern radiologic imag-
gy to the North Shore,
ed grand opening on
ebruary 28, at the
tion on 68 Prospect
eabody. The center
ting patients February

y is a joint venture of
lbert, Beverly and
itals and AtlantiCare
ter. The four hospitals
nsortium in 1984 to
hnology to the North
ne Merrimack Valley.
resonance imaging
west diagnostic imag-
, enables parts of the
viewed with greater
s ever before possible.
director of the center
Stimac, Ph.D., M.D.,
or of Neuroimaging at
ity of Washington
nd the First Hill
aging Center in Seat-
rector of the facility is
aub, M.D., radiologist
Medical Center.

"The North Shore Magnetic Imaging Center represents an unusual opportunity to address the imaging needs of the entire North Shore, with a broad hospital and clinical base," said Stimac, who has extensive training and experience in MR imaging, particularly of the head and spine.

Unlike CT scans or x-rays, MR is non-invasive, using no ionizing radiation. Instead, radio waves are transmitted through a magnetic field that surrounds the patient. A computer converts these waves into bits of information and creates graphic images of internal body structures that previously were difficult to observe.

Equipped with one of the highest quality scanners available, the NSMIC is committed to providing superior patient care. In addition, the center will also engage in research to develop more effective scanning techniques and to keep abreast of the latest in MR technology.

"The nearness of the Boston teaching institutions to the center

(Continued on page 7)

PAGE **A4** Times 3/14/88

Too big a push on health bill

Gov. Michael Dukakis and a host of politicians take great delight that the Massachusetts House had passed a universal health care bill.

The politicians can boast that they

PEAB

South Church prefers co

By MARY MILLER
News Staff

PEABODY — South Memorial Church members came out strongly in favor of a 154-unit housing development on Prospect Street near Cross Street Thursday, but the City Council wasn't so sure.

They delayed action on the matter until they received the Planning Board's opinion on the zoning change necessary for developer Alvin Slotnick to build three four-story buildings on 11 acres, practically in the church's back yard.

Councilors were concerned about traffic, density and the strain on the city's resources.

Church members, on the other hand, said they were glad to have housing rather than a shopping center, which would be allowed under the current zoning.

A dozen church members attended the meeting, raising their hands in favor of the development.

"We are a very active church. We have 120 children in day school; we have cub scouts and boy scouts; and we have bean suppers on Saturday nights," said Philip Evans, a church member who lives at 42 Prospect St.

"We don't want retail — it would be a disaster. This is what we want," he said.

Councilor at large William A. Toomey agreed that the project was a good opportunity to avoid commercial development.

Homeowner seeks zone

PEABODY — The City Council recessed a hearing on a zoning change for Goodrich, Lincoln, May and Hourihan streets in South Peabody Thursday after neighbors agreed to meet with the petitioner to discuss the matter.

The new zoning would change the minimum lot size from 20,000 to 7,500 square feet, allowing higher density.

Neighbors were concered when 42 acres of Eastman Gelatine land was included in the pro-

Beverly Hospital should set example

As I stood at the viewing window at Beverly Hospital recently, looking at my baby boy, just hours old, I was in heaven until the smell of tobacco hit me square in the nose. I was horrified to learn that just 30 feet from the newborns, smoking is permitted.

Later, I visited the hospital cafeteria for something to eat. It was like a scene from "One Flew Over the Cuckoo's Nest." An evidently ill elderly man strapped in his wheelchair was being spoon-fed by his wife, situated directly below the "No Smoking" sign. In came three hospital employees who sat very close and immediately lit up. Two tables over sat two security guards, busy enjoying dinner. I finally had to leave.

I suggest the management at Beverly Hospital wake up to what is happening in the real world. Of all places, the hospital should set an example and ban smoking.

I still cannot believe that my boy's lungs were polluted before he even had a name.

H. Brent Wilbur
Beverly

NS: SUNDAY 3/6/88

NS: SUNDAY 3/6/88

NO SMOKING
FIRE DEPARTMENT

THE WILBURS ... smoked out.

Smokin' in the nursery

It was, as the Beverly Hospital maternity promo says, a "beautiful beginning."

No place for smoke

As I stood by the viewing window of the nursery at Beverly Hospital looking at my baby boy, just hours old, I was in heaven, until the smell of tobacco hit me square in the nose. I was horrified to learn that just 30 feet from the newborns, smoking is permitted.

Later, I visited the Hospital Cafeteria for something to eat. Three employees lit up near an evidently ill elderly man, strapped in his wheelchair, who was being spoon fed by his wife, situated directly below the "No Smoking Section" sign. I finally had to leave.

I suggest the management at Beverly Hospital wake up to what is happening in the real world. Of all places in the world, the hospital should set an example and ban smoking.

I still cannot believe my boy's lungs were polluted before he even had a name.

H. Brent Wilbur
Beverly

Times 3/10/88

Ipswich Chronicle 4.7.88

Ipswic

Learn CPR, first-aid from Red Cross

The Beverly Chapter of the American Red Cross will sponsor a cardio-pulmonary resuscitation (CPR) program and first-aid training program .

The CPR program will be held April 18 and 19 and the first-aid program will be held April 20-22.

Both programs will be held from 9 a.m. to 1 p.m. Participants can register for one or both of the programs.

The classes will be held in the conference room at the Cable Emergency Center.

The program is geared for students who will soon be seeking positions as lifeguards and camp counselors. Those who successfully complete the programs will become certified.

of a hosp

Bev. Times 3/7/88

City solicitor defends Planning Board vote

By LISA KOSAN
Times staff

BEVERLY – The city's policy of allowing Planning Board members to vote on issues after their terms have expired is consistent with state law governing that issue, according to the city solicitor.

"It is my opinion that appointments to the Planning Board perform the duties of that office until another person is duly appointed and confirmed," said Albert Ricci in a letter to Mayor F. John Monahan and the Board of Aldermen.

Ricci's opinion, based on Massachusetts General Law Chapter 41, was sought after an appeal was filed last week against the city's Planning Board. The appeal filed in Superior Court claimed a vote to approve the 190-unit Laurel Ridge elderly housing project was illegal because a board member whose term expired at the end of 1987 was ineligible to vote.

Gregory Hammond continued to serve on the Planning Board so he could complete the required six votes needed to decide a special permit. Because Hammond attended the public hearing on the Laurel Ridge proposal, he would be able to vote on the matter.

At the time there were only six members on the board who could vote on the matter (Marguerite Coughlin did not vote because of a potential conflict of interest) so all votes were required to take any action. If the board did not vote on Feb. 2 the matter could have been approved by default, without any of the 13 conditions now governing construction of the complex.

One of those conditions is that all appeals processes be exhausted.

According to the appeal, however, Hammond's replacement had already been appointed by Mayor F. John Monahan and the replacement should have served on the board. Glenn Terry, the replacement who has not yet been confirmed or sworn in, would not have been able to vote because he did not attend the public hearing.

The appeal was filed by members of an opposition group called Residents Seeking a Voice in Planning. RSVP members raised vocal opposition to the housing project claiming traffic problems would increase on Hale Street, property values would be lowered and wetlands and wildlife would be damaged.

The appeal is expected to delay the project for at least two years, according to sources familiar with the appeals process.

Estates proposal heard tonight

BEVERLY – The Board of Aldermen and Planning Board will hold a public hearing tonight on a controversial proposal that would allow condominium conversions of large estates and old school buildings.

The proposal, submitted by Aldermen President David Vagos, has been strongly criticized by Mayor F. John Monahan and most recently a Beverly Farms activist.

Vagos, saying he wants to save the city's few large estates from being subdivided into dozens of house lots, has proposed the city allow the condominium developments contingent on a two-thirds majority vote of the Board of Aldermen and a wide array of conditions.

Under the proposal, the estate would have to be at least 15 acres, excluding wetlands, and additional building could not exceed the size of the existing structures.

In addition, the landowner would be required to put aside at least half of the land for permanent open space and provide proof that the development would not unduly impact traffic and sewer and water servcices in the area.

Jane Wykoff, a Hale Street member of Farms' neighborhood group Residents Seeking a Voice in Planning (RSVP), on Thursday wrote to Vagos that the proposal "would be very advantageous for developers and of no benefit to the taxpayers of these (single-family) neighborhoods."

"Instead of individual case consideration, (the proposal) would bestow to the developers 'carte blanche' and to the residents nothing but increased density, traffic and the unscrupulous diversion of their rights under the special permit process," Wykoff wrote in her one-page letter to the alderman.

[illegible]

Ricci disputes claim of Laurel Ridge foes

By JEFFREY REMZ
News Staff

BEVERLY — Claims by opponents of a Hale Street congregate elderly housing project that several Planning Board members lacked authority to vote on a special permit have been rejected by City Solicitor Albert J. Ricci.

Those appealing the decision of the Planning Board granting a special permit to construct the Laurel Ridge complex near Endicott College questioned whether enough members were present at a February meeting approving the permit.

The appeal, filed in Salem Superior Court last week, charged that three Planning Board members — Gregory P. Hammond, chairman James A. Manzi, and Marguerite R. Coughlin — had no right to vote because their terms expired Dec. 31, 1987.

Hammond chose not be reappointed to the board, but continued serving until the Laurel Ridge issue was concluded.

Coughlin decided not to vote on Laurel Ridge because of a potential conflict of interest. Manzi was reappointed Feb. 1.

Ricci dismissed the claim of those appealing the decision. "It is...my opinion that appointments to the Planning Board perform the duties of that office until another person is duly appointed and qualified," Ricci wrote Mayor F. John Monahan and the Board of Aldermen in a latter dated Saturday.

Ricci cited Massachusetts General Laws, which stated that the appointed person must be a registered voter and "shall perform the duties of the office until another is qualified."

An example is Harbormaster James W. Owens. His reappointment was rejected earlier this year by the aldermen, but he will continue to hold the post until another nomination of Mayor F. John Monahan is confirmed.

Benjamin T. Eisenstadt, one of the 11 persons appealing the decision and an attorney, refused to comment on the case Monday because it is in court.

Laurel Ridge is a joint development project of Beverly Hospital, Brim & Associates, and Med-Quest Corp. They originally sought to construct 231 units of congregate housing.

Following opposition from Planning Board members and then City Planner Peter H. Phillips, the number was reduced to 200.

During nip-and-tuck negotiations on the night the permit was granted, the board eventually voted to cut the number to 190.

---

urel Ridge could be 'inspiration'

f the Laruel Ridge project were to be built on the ited Shoe Machinery property, overlooking the nvers River, and if it were done tastefully and hitecturally correct for the historic seaport, ich Beverly is, it could become the inspiration l jumping off point for an exciting revitalization our city. Downtown Beverly would then be with- easy walking distance of Laurel Ridge's very ge group of very wealthy elderly, 62 years and

here are many other citizens of Beverly who uld join them in shopping exclusively downtown in. They include those who greatly miss Bever- long-gone department stores, shoe store, athle- equipment store, and many, many others, and se who cannot abide shopping in the distant, riendly, tiring and dangerous environs of malls.

aurel Ridge, at present, as now conceived, has devisive and unfriendly image of a protected ge, with its own privately used assortment of es dropped plop on top of a city neighborhood, ch is bitterly contesting it as a possible neigh- Laurel Ridge, at the Shoe, would be, on the r hand, a welcomed, close neighbor to down- n Beverly. The very central magnet for the rn to Beverly of myriad lost businesses and the iration for many new enterprises. Instead of iting only itself, it would profit the whole city all of us who live here.

Beverly

agos' plan is 'a travesty'

his is an open letter to (Aldermen President vid) Vagos and the Board of Aldermen. Mr. gos' plan to utilize empty public buildings and ge estates is a travesty.

t is a guise to once again institute special zoning developers to fatten their already fat pocket- oks, to the detriment of the residents of this city. going to increase density problems. It's going to rease land problems, wetland problems. It's going to ruin the landscape architecturally, as well as financially. A great many existing condominiums in Beverly and Beverly Farms are not even half filled yet. People should really give a great deal of thought to turning down his proposal.

Beverly

Times 3/8/88

Times 3/8/88

Health care bill is a 'political scam'

Rarely have I agreed so completely with a Beverly Times editorial. The universal health care bill is a political scam being foisted on the sleeping taxpayers. At at time when the current state budget balance is in doubt, and the University of Massachusetts is being asked to cut $22 million from its budget, the Legislature tells us the health plan will "only" cost the taxpayers $125 million next year, and only $342 million in 1992. These are only estimates. Now where do you suppose the state proposes to get this additional money? You guessed it, John Q. Taxpayer. Well, this taxpayer will not vote for any legislator that votes to increase my taxes.

Beverly

Comics 18-19

Hospital requests attacked

McGovern: Health bill is hurt by self-interest

By Richard A. Knox
Globe Staff

The Senate Ways and Means chairman, Patricia McGovern, yesterday called on the Massachusetts Hospital Association to disavow the attempts of individual hospitals to wring millions of additional dollars out of the pending universal health care bill.

"Some hospitals have been voracious and have overreached," McGovern said yesterday evening. "A number of individual hospitals are freelancing, seeking more money. Some hospitals have been honorable and fair and decent, and some have not. Some seem to care not at all about costs to the consumer or about cost-containment.

"The point is that the cost to the consumer is going to get intolerable."

McGovern warned hospital leaders earlier yesterday at a meeting in her office that the scramble of individual institutions for special treatment is damaging the credibility of the entire industry.

The Lawrence Democrat said she warned hospital association leaders that special amendments "undermine the association and its support for the legislation. Either there is a hospital association or there is not."

One hospital source reported that McGovern forcefully urged the trade association to call a news conference today to

---

Mayor names panel for new senior center

By JOHN NOVACK
News Staff

BEVERLY — Mayor F. John Monahan this week created a three-member commission which will oversee construction of the new Beverly senior center, slated for an acre of land donated by Beverly Hospital.

The Board of Aldermen is expected to confirm the appointees at a meeting March 21, after which the commission will begin the challenge of bringing the long-awaited plan to reality.

Senior citizen advocates have longed called for new headquarters to replace the cramped office in the GAR Hall on Dane Street. The Council on Aging serves 8,000 local seniors a year through "meals on wheels" programs, health services, recreational events, legal and health referrals and home outreach programs.

On the building commission are: Linda J. Cragin, director of geriatrics at Beverly Hospital; Robert Marshall, a member of the Beverly Council on Aging's board of directors; and Nicholas Tilas, a former alderman and long-time businessman who now is president of the Friends of the Council on Aging.

According to A. Joseph Sullivan, Council on Aging chairman, the commission will meet some time after March 21 to inspect the one-acre lot and contract an architect for studies. The commission will also be responsible for organizing funding, through private donations, state and federal grants, and city appropriations.

It will likely take at least a year before construction could begin, according to State Rep. Frances F. Alexander, D-Beverly.

The undeveloped one-and-a-third-acre parcel is located on the northerly side of the intersection of Heather and Colon streets at Beverly Hospital.

At a meeting Jan. 28, an overflow crowd of local senior citizens burst into applause when Cragin announced Beverly Hospital's plans to donate the parcel for the senior center.

GOINGS ON

Times 3/11/88

SUPPORT GROUP TO MEET: The LOSS support group will meet on Tuesday, March 22, from 7-9 p.m. at the Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage, still birth or death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss.

There is no fee for the support group, which meets monthly in the hospital's library conference room. For further information, contact the Social Service Department at 922-3000, ext. 2710.

WEIGHT LOSS PROGRAM: An orientation for the weight loss program offered by the Center for Nutritional Research at Beverly Hospital will be held on March 28, beginning at 7:30 p.m.

Intended for those who are 40 pounds or more overweight, the program provides a medically supervised treatment and diet plan.

The Center for Nutritional Research at Beverly Hospital is affiliated with the Boston Center based at New England Deaconess Hospital.

The weight loss program offers professional medical supervision, individually designed diet programs, exercise, behavior modification training, lifestyle education and dietary aids.

The orientation is free of charge, although pre-registretion is necessary.

For further information on the Center for Nutritional Research or to register for the free orientation, call 922-3000, ext. 5000.

EXERCISE PROGRAM: "Exercise for the Young at Heart" is a new program begining at the Beverly Hospital on Tuesday, April 19.

The six week exercise class is intended for those aged 55 and older. Classes will meet from 9-9:45 a.m. on Tuesdays and Thursdays, in the hospital lecture hall.

The exercise program is taught by a registered physical therapist and focuses on muscle stretching and strengthening and minimal aerobic activity.

Participants must first have a health history check and blood pressure screening, which will be conducted on Tuesday, April 12 at 9 a.m. Classes begin the following Tuesday.

Cost of the six week program is $25.

To register for the "Young at Heart" program, contact the Beverly Hospital Physical Therapy Department at 922-3000, ext. 2670.

NEW APPOINTEES: Five new physicians have been appointed to the Beverly Hospital Medical Staff, following approval by the Board of Trustees.

Charles G. Brennen, M.D., received privileges in orthopedic surgery. A graduate of University of Vermont Medical School, he completed internship and general surgical residency at St. Elizabeth's Hospital, Boston, and residencies in orthopedic surgery at Georgetown University Hospital and Massachusetts General Hospital.

Dr. Brennen is board certified in orthopedic surgery.

Robert J. Conte, M.D., was appointed to the generel surgery department. He received his medical degree from Boston University School of Medicine and served surgical internship and residency at Boston City Hospital.

Dr. Conte is board certified in general surgery.

Nabil I. Jarudi, M.D., is an ophthalmologist. He is a graduate of American University of Beirut Medical School and completed internship and residency at the University's Medical Center.

Dr. Jarudi was chief resident in ophthalmology at University of Missouri Medical Center and also completed fellowships at University of Iowa Hospitals and Baylor College of Medicine. He is board certified in ophthalmology.

Paul M. Laplante, M.D., was appointed to the department of family practice. He received his medical degree at University of Massachusetts Medical School and served his internship at U. Mass Medical Center.

Dr. LaPlante completed residency in family practice at Burbank Hospital, Fitchburg, and is board certified in his speciality.

Richard P. Rood, M.D., received privileges in gastroenterology and internal medicine. He is a graduate of Wright State University School of Medicine.

Following internship and residency in internal medicine at Ohio State University, Dr. Rood completed a fellowship in gastroenterology at Tufts-New England Medical Center, Boston. He is board certified in internal medicine.

Also approved by the Board of Trustees was the appointment of John S. Baldwin, Ph.D., to the allied health professional staff. Dr. Baldwin is a licensed psychologist. He received his bachelor's degree from Harvard Univeristy, master's from Pepperdine University and doctorate from University of Manitoba, Winnipeg.

Suburban News

Childbirth classes at Beverly Hospital

BEVERLY -- A variety of classes for expectant parents are regularly offered at the Beverly Hospital.

Prepared childbirth classes are held every other month. The six week program covers labor and delivery, birth options and breathing techniques.

Two session refresher classes are offered every month and are designed for couples who are having their second or subsequent child.

Details on childbirth and refresher classes are available in obstetrician's offices or by contacting the Beverly Hospital Maternity Unit.

A specialized program is available for those who have previously had a cesarean birth and are now planning a normal delivery. These classes are conducted bi-monthly, with the next session scheduled for March 24 from 7:30-9:30 p.m.

Cesarean birth classes are also arranged as

Infant care nights are offered every month to prepare first time parents for feeding, diapering, etc. The next sessions will be March 10 or April 7 from 7-9:30 p.m.

Siblings are also included in preparation for a new baby through two programs designed for younger and older children. For those under 6 years of age, younger siblings classes will be held on March 24 or April 28 from 6:30-7:30. Older siblings classes, for those aged 6 or older, are held bi-monthly. The next class is scheduled from 6:30-7:30 on March 15.

For those who have already given birth, a new mothers' club meets monthly from 11:30 a.m.-12:30 p.m. at the Hospital. New mothers may bring their babies and share common concerns and questions with others. Guest speakers are scheduled each month for additional discussion.

The next meeting of the mothers' club is March 25 with a speaker on child care options. The April
ve a speaker on the causes and
mon pediatric eye disorders.
on and registration details on
programs, contact the Beverly
ity Unit at 922-3000, ext. 2200.

Suburban News
3/12/88

Teddy Bear Health Fair at Beverly Hospital

BEVERLY — Bring your children and their favorite stuffed friend to the Teddy Bear Health Fair at Beverly Hospital on Saturday, March 19.

To celebrate Children and Hospital's Week, pediatric staff at Beverly will provide an entertaining and educational view of health care and hospitals from 10 a.m. - 2 p.m.

Staff nurses will use your child's teddy bear as a teaching tool to explain how certain tests are done and to demonstrate the importance of preventive health care. The children will be introduced to the hospital and health care

---

NS SUNDAY 3/13/88

RN says smoking rules are posted

FEEDBACK

As a longtime employee of Beverly Hospital, I am prompted to respond to the letter by H. Brent Wilbur in the Feedback section of the March 6 edition of North Shore: Sunday concerning a smoking ban at the hospital.

We have always provided designated areas for smokers, patients, staff and families. We all work to enforce these rules. The list of these areas is clearly posted throughout the hospital. In fact, this list of places where smoking is permitted has recently been reduced to three general areas. The cafeteria is one of them.

It is not clear what Mr. Wilbur was referring to in his comment about a scene in the cafeteria that reminded him of something out of "One Flew Over the Cuckoo's Nest." There is no doubt that the elderly man in the wheelchair taking his meals with his wife is an integral part of his socialization plan of care. And a small pleasure at that. Is Mr. Wilbur offended by the smoker, or by the integration of patient and staff? After all, it is for these same people that the cafeteria exists.

The workings of every health care facility are very complex, even though they are sometimes imperfect. *That* is the real world.

Karen Slattery, RN
Lynnfield

Senate OKs universal health care bill

BOSTON (AP) – A universal health care bill championed by Gov. Michael S. Dukakis received Senate approval by a wide margin to launch the state on an experiment in what supporters call "health care for all."

After more than nine hours of debate, the Senate endorsed the measure on a rollcall vote of 23-11. Sen. Frederick Berry, D-Peabody, voted in favor of the bill; Sen. Robert Buell, R-Boxford, voted against it.

In a news conference last night on his third-place finish in the Illinois primary, Dukakis called the Senate vote "a historic moment."

"I'm very pleased . . . We have now within our grasp the first plan for universal health care – basic health insurance – for every citizen ever approved by any legislature," he said.

The action sends the bill to a conference committee made up of members from the Senate and the House, which earlier passed a version that would exempt many small businesses and shower favors on certain hospitals.

If the bill makes its way to final passage and is signed in the next few weeks, Dukakis said, "I hope it will be the beginning of what will be, at long last, a nation where basic health security is provided for all of our citizens."

The House passed the health care bill two weeks ago with a maximum price tag for the state of about $1 billion over four years to provide insurance coverage for uninsured and incentives to business to offer the benefit to employees. The Senate has estimated the state's cost at about $540 million over the same period.

> “We have now within our grasp the first plan for universal health care – basic health insurance – for every citizen ever approved by any legislature”
>
> – Gov. Michael Dukakis

About 600,000 residents are estimated to have no insurance. More than half of them have jobs with employers who don't provide health benefits.

Senate Minority Leader John Parker, R-Taunton, championed the amendment, calling it the "kind of amendment that will separate the men from the boys, the women from the girls."

Dukakis has touted the universal health care proposal in his Democratic presidential campaign as a model for the nation. And Parker charged that the Legislature was being asked to "prove a political point, that's about all" by passing the bill.

The bill would give the state control over the pool and cap employer contributions to it, with the expectation that demand on the pool would shrink as more employers offered health insurance plans through state incentives, such as tax breaks.

The Senate passed a similar version of the health care bill in December by a 33-4 vote, but the House refused to consider it in the final days of the 1987 session.

Sen. Patricia McGovern, the Senate Ways and Means chairwoman and the chief architect of the Senate bill, said she was confident a compromise could be worked out swiftly and called it "a great day for Massachusetts."

Senate supporters fought off repeated challenges throughout the day and evening. In a key test on the issue, a Republican effort to strip the massive health

Health care, page A10

Times 3/16/88

ERLY

Plann
fuel s
reuse

By LISA
Time

BEVERLY – The Plan
will make its recommend
zoning amendment for reu
recently by the Board of
Planners will also disc
would allow, with a specia
in the watershed overlay
Both issues were discus
of Aldermen in a joint pu
was opposed by a vocal g
Farms and Prides Cross
conversion of large estat
North Beverly activists s
Wenham Lake from poss
The Planning Board's
forwarded to the alderme
again before a final vote.

Also on the agenda, de
congregate elderly housir
submit a subdivision pl
(congregate elderly) zoni
according to Beverly
Fanning.
"If they (the city) were

Develo

BEVERLY –
Board last night
posal to freeze fo
provisions allowi
derly housing on
project site off H
The proposal,
developers of the
housing complex
tect their rights
gregate elderly
the land if a pen
against the cu
cent approval.

Laurel Ridge opponents solicit money for battle

3/16/88

By **LISA KOSAN**
Times staff

BEVERLY – Hale Street area residents recently received letters from a neighborhood opposition group asking for donations to help pay for their battle against the proposed Laurel Ridge congregate elderly housing complex.

The letters were sent by John Doyle, a Hale Street resident and member of Residents Seeking a Voice in Planning (RSVP), a coalition of about 300 Hale Street area residents who have vocally opposed the project. Doyle was out of town yesterday and could not be reached for comment.

Residents were asked to tear off a portion of the one-page letter, enclose a check and return it to a Hale Street address. The letter asked for the "largest affordable" gift, with boxes to check for donations ranging from $100 to $500. Recipients were also asked to "urge a neighbor" to do the same.

According to the letter, RSVP needs to raise $7,000 to pay for professional fees for lawyers, a botanist, traffic consultant and real estate appraiser. Those people were hired during recent months when Laurel Ridge was before the Planning Board and Conservation Commission.

RSVP hired a traffic consultant because, the group claimed, the study submitted by the developers – Beverly Hospital, Brim & Associates and MedQuest Corporation – was not an accurate reflection of the number of cars on Hale Street.

Laywer Benjamin Eisenstadt, a member of RSVP whose office and home address is the same as the Hale Street address printed on the letter, has been working for the opposition group to try and block the complex.

Eisenstadt filed in Superior Court on Feb. 29 an appeal of the Planning Board's approval of the 190-unit project on behalf of RSVP. Eisenstadt said he could not say what an appeal costs but added that it is "very expensive."

"I'm working exclusively on the appeal and it takes a great deal of work, steady work, day after day," he said. Eisenstadt said his "costs are being taken care of."

Eisenstadt said he helped out the group because of the "staggering" fees quoted by local and Boston firms. RSVP sought legal help during the hearing process and when the group threatened to appeal the Planning Board decision.

"We operate on a shoestring," Eisenstadt said. "We're trying to raise funds wherever we can."

The Hale Street laywer said the response to the letter has been "encouraging, mostly small sums of money from a large number of people."

RSVP has also paid for an environmental study in its efforts to block construction of the complex. Opponents have cited such issues as increased traffic, decreased property values and damage to wetlands and wildlife.

Laurel Ridge site 'frozen'

By **JEFFREY REMZ** 3/16/88
News Staff

BEVERLY — Owners of land that could be home to a proposed congregate elderly housing project received protection for zoning allowing the development on their Hale Street property Tuesday from the Planning Board.

The decision will freeze the congregate elderly housing zoning for three years on the Hale Street land, which is near Endicott College.

The Planning Board decision comes at a time when Mayor F. John Monahan wants to revoke the law allowing for the special permit for congregate elderly housing.

The Board of Aldermen and Planning Board will hold a public hearing April 18.

The Planning Board had little choice but to protect the zoning for three lots owned by Hillhaven Corp. and NHS Properties, a subsidiary of the owner of Beverly Hospital, because the land met the required conditions of adequate frontage and area size.

John E. Glovsky, attorney for the landowners, expected the decision. "If you meet the test of zoning by area and frontage, it is really just an administrative act," he said after the meeting. "It is not a question of debating whether they should or should not do it. It is really not a controversial issue."

Two of the lots are small house lots, while the third would house the 190-unit Laurel Ridge housing complex.

Even if the congregate elderly housing zoning was eliminated, the developers would be allowed to build the housing with a special permit.

"We can still go back in the large lot if we have to and apply again," said Glovsky.

Last month, the Planning Board granted a special permit for the housing. But that approval is being challenged by neighbors in Superior Court.

First aid, CPR courses offered

The Beverly Chapter of the American Red Cross will sponsor a CPR program and first aid training program for students 15 years old or older.

The CPR program will be held April 18 and April 19 and the first aid program on April 20, 21, and 22. Both programs will be held from 9 a.m. to 1 p.m. Participants may register for one or both programs.

The classes will be held in the conference room at the Cable Emergency Center.

The program is geared toward students who will soon be seeking positions as lifeguards, camp counselors, and other summer jobs requiring CPR and first aid training. Participants successfully completing the programs will become certified.

Adults wishing to attend are also welcome.

For further information or to register, please call the American Red Cross at 922-2224.

H-W Chronicle 3/16/88

LOSS to meet

The LOSS support group will meet on Tuesday, March 22 from 7-9 p.m. at the Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage, still birth or death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss.

There is no fee for the support group, which meets monthly in the hospital's library conference room.

For further information, contact the Social Service Department at 922-3000, ext. 2710.

H-W Chronicle 3/16/88

Heart exercise

"Exercise for the Young at Heart" is a new program beginning at the Beverly Hospital on Tuesday, April 19.

The six-week exercise class is intended for those age 55 and older. Classes will meet from 9-9:45 a.m. on Tuesdays and Thursdays in the hospital lecture hall.

The exercise program is taught by a registered physical therapist and focuses on muscle stretching and strengthening and minimal aerobic activity.

Participants must first have a health history check and blood pressure screening, which will be conducted on Tuesday, April 12.

Cost of the six-week program is $25.

To register for the "Young at Heart" program, contact the Beverly Hospital Physical Therapy Department at 922-3000, ext. 2670.

H-W Chronicle 3/16/88

Weight loss orientation at hospital

An orientation for the weight loss program offered by the Center for Nutritional Research at Beverly Hospital will be held on March 28, beginning at 7:30 p.m.

Intended for those who are 40 pounds or more overweight, the program provides a medically supervised treatment and diet plan.

The orientation is free of charge,
although regis
The orientati
center's profe
ing Barbara E
director; Ra
psychologist;
The Center
search is affili
Center based
Deaconess Ho
loss program
medical super
designed diet
behavior mod
lifestyle educ
aids.
An team cor
cian, nurse and
with each parti
the specific die
can be expecte
results.
For further
Center for Nutr
to register for t
call 922-3000, ex

Times 3/17/88

INDEPENDENT PRACTICE OPENED: Dr. Robert D. Tufts Jr., formerly with North Shore Comprehensive Care, P.C., of Beverly, has opened an independent practice in general internal medicine for adults and in the subspecialty of pulmonary medicine.

Dr. Robert Tufts Jr.

Tufts attended Dartmouth College and the University of Massachusetts Medical School. He served his internship and residency at St. Vincent Hospital in Worcester.

His new office is located at Suite 2507 in Beverly Hospital.

A resident of Manchester, Tufts is also a member of the board of directors of the Essex County Lung Association.

Physicians appointed

Beverly Hospital recently appointed five physicians to its medical staff, following the approval by the board of trustees. They include: Charles G. Brennan, orthopedic surgery; Dr. Robert J. Conte, general surgery; Dr. Nabil I. Jarudi, ophthalmologist; Dr. Paul M. LaPlante, department of family practice; Dr. Richard P. Rood, gastroenterology and internal medicine; Dr. John S. Baldwin, allied health professional staff.

Weight-loss orientation

The Beverly Hospital's Center for Nutritional Research will conduct a free orientaiton for its weight-loss program on March 28 at 7:30 p.m. The program, which is for those 40 pounds or more overweight, provides a medically-supervised treatment and diet plan. The orientation will be led by the Center's professional staff. Pre-registration is required. For more information and registration call 922-3000, ext. 5000.

* * *

Exercises for elders

Beverly Hospital is conducting a six-week program, "Exercise for the Young at Heart," beginning on April 19. Classes for those 55 and older meet on Tuesdays and Thursdays from 9 to 9:45 a.m. in the hospital lecture hall. The program is taught by a registered physical therapist and focuses on muscle stretching and strengthening with minimal aerobic activity. Participants must have a health-history check and blood pressure screening, which will be held on April 12. Cost of the program is $25. For more information call 922-3000, ext. 2670.

* * *

Loss support group meets

The Loss Support Group will meet on March 22 from 7 to 9 p.m. in the library conference room of Beverly Hospital. The group is designed for parents who have experienced miscarriage, still birth or death of a newborn child; it offers a forum of sharing grief and ways to cope. Meetings are free. For more information call 922-3000, ext. 2710.

LYNN ITEM 3/16/88

Ips. Chronicle 2/18/88

Cable offers cancer tests

The Cable Emergency Center in Ipswich will conduct a free colorectal cancer screening on Tuesday, March 8, from 1 to 4 p.m. in the conference room at the center on the lower level.

There will be no exam conducted at the screening. Participants will be given a take-home testing kit. Renee Burke, oncology nurse, will give instructions on an individual basis. The testing kits may be returned by mail or brought back to the laboratory at Cable emergency where test results will be determined.

Although people of all ages are welcome to participate, it is stressed that people 40 years of age or older take part in this important screening and be evaluated yearly by their physician.

To arrange for an appointment, call the community relations department at Beverly Hospital at 922-3000, extension 2480.

Ipswich Chronicle 3/17/88

Resident thanks emergency crew

To the Editor:

I wish to thank the police officers and paramedics who responded when my son was struck by a car. Their compassion and competency is truly appreciated by our entire family.

Also, I want to thank the staff at he Cable Emergency Room for the are they provided Stephen. Final-, I want to thank our neighbors for ir assistance and support. Our nily is very fortunate to live in town of Ipswich.

Dexter Stone
122 High St.

News 3/11/88

Support group meets Tuesday

BEVERLY — The LOSS support group will meet Tuesday from 7-9 p.m. at Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage, still birth, or the death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss.

TIMES 3/18/88

PAGE **A4**

Where is health care money?

It's baffling that the Massachusetts House and Senate are moving along with the universal health care plan, with enactment likely, without first knowing for certain how much it will cost and how it will be paid.

Government is often compared to busi and if that comparison is carried througl here, then it would be folly for a business take on a major project without first knov the bottom line of cost vs. revenue.

About 600,000 Massachusetts residents l no health insurance. More than half of the have jobs with employers who don't provi health benefits.

The universal health care proposal, whi presidential candidate Gov. Michael Dukal

---

nchester Cricket 2.19.88

Eleven

Colorectal Cancer Screening

le Emergency Center in Ipswich conduct a free Colorectal creening on Tuesday, March 1-4 p.m. in the Conference the Center on the lower

ill be NO EXAM conducted eening, participants will be e-home testing kit. Renee ncology nurse, will give s on an individual basis. kits may be returned by ught back to the Labora- le Emergency where test results will be determined.

Although people of all ages are welcome to participate, it is stressed that persons 40 years of age or older take part in this important screening and be evaluated yearly by their physician.

To arrange for an appointment, please call the Community Relations Department at Beverly Hospital: 922-3000, extension 2480.

You do not have to be a resident of Ipswich to participate in this program. The program is available to all area residents at no charge.

The Cable Emergency Center is located at the intersection of Rt. 1A & 133 in Ipswich.

Ipswich Chronicle 3/17/88

CPR, first-aid courses offered

The Beverly Chapter of the American Red Cross will sponsor a cardio-pulmonary resuscitation (CPR) program and first-aid training program for students 15 years of age and older.

The CPR program will be held April 18 and 19 and the first-aid program will be held April 20-22.

Both programs will be held from 9 a.m. to 1 p.m. Participants can register for one or both of the programs.

The classes will be held in the conference room at the Cable Emergency Center.

The program is geared for students who will soon be seeking positions as lifeguards and camp counselors. Those who successfully complete the programs will become certified.

Barbara Kennedy photo

A visit from St. Patrick

Four-year-old James Hurley of Peabody looks cautiously at John Palmer, who donned a St. Patrick's Day costume and passed out shamrock stickers to Beverly Hospital patients yesterday.

Aspirin

It can reduce risk of heart disease for some, spell trouble for others

3/21/88

By **ERIC BLOM**
Times staff

A man recently came into the Beverly Hospital emergency room. He was complaining of chest pains and said he was feeling a false sense of security, according to Dr. Francis Cleary, a cardiologist and president of the Beverly Heart Association.

The man told Cleary that he had taken three aspirins at home when he began feeling pains because he knew that the drug can stop heart attacks, Cleary recalled during a recent interview.

The patient, said Cleary, could not have been more wrong.

"Aspirin does nothing in the acute setting of a heart attack," he said. "It is certainly not a panacea."

Nevertheless, many people see the drug that way. With their "take two aspirin" mentality, Americans have long seen the drug as a cure-all for aches, pains and illnesses.

The American love affair with aspirin, the bottom-shelf drug in every home, has reached an all-time peak with recent research

---

CPR PROGRAM: The Beverly chapter of the American Red Cross will sponsor a CPR program and first-aid training program for students 15 years of

er.

on April 18 and 19, and the First-Aid

, 21 and 22. Both programs will be

pants may register for one or both

ld in the conference room at Cable

in Ipswich. The conference room is

Center.

o will soon be seeking positions as

lifeguards, camp counselors and

ing CPR and First-Aid training.

these programs will become cer

Adults wishing to take this p

You do not have to be a resid

program. All area friends are w

Foe information about course

Red Cross at 922-2224. Advanced

Times 3/18/88

News 3/22/88

Weight loss program announced

BEVERLY — An orientation for the weight loss program offered by Beverly Hospital will be held March 28, 7:30 p.m., at the hospital. Orientation is free, but registration is required.

Glouvester Times 3.22.88

Support group to meet

The LOSS support group at Beverly Hospital will meet on Tuesday, March 22, from 7 to 9 p.m.

The group is for parents who have experienced miscarriage, still birth or the death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss. There is no fee for the meeting in the hospital library.

THE TIMES
WEDNESDAY
MARCH 23, 1988

BEVERLY

LAUREL RIDGE

Hospital offers childbirth classes

BEVERLY — Beverly Hospital is offering a number of classes for expectant mothers starting this week.

Prepared childbirth classes are held every other month. The six-week program covers labor and delivery, birth options, and breathing techniques.

Two-session refresher clases are offered every month and are designed for couples who have already had a child.

A specialized program is available for those who previously had a Caesarean birth and are now planning a normal delivery. The next session is Thursday from 7:30-9:30 p.m. The classes are conducted bimonthly.

A breastfeeding program is offered monthly to help women and partners in understanding the principles and techniques of breastfeeding.

The next classes will be held from 7:30-9:30 p.m. March 31 and April 21.

Infant care nights are offered every month to prepare first time parents for feeding, diapering, and other needs. The next session will be held April 7 from 7-9:30 p.m.

Siblings also are included in preparing for a new baby through two programs designed for younger and older children.

For those under six years old, younger siblings classes will be held this Thursday or April 28 from 6:30-7:30 p.m.

Older siblings clases for those aged six or older are held bimonthly. The next class will not be held until May.

For information, contact the hospital's Maternity Unit.

News 3/23/88

CPR, first-aid courses offered

Chronicle 3/25/88

The Beverly Chapter of the American Red Cross will sponsor a cardio-pulmonary resuscitation (CPR) program and first-aid training program for students 15 years of age and older.

The CPR program will be held April 18 and 19 and the first-aid program will be held April 20-22.

Both programs will be held from 9 a.m. to 1 p.m. Participants can register for one or both of the programs.

The classes will be held in the conference room at the Cable Emergency Center.

The program is geared for students who will soon be seeking positions as lifeguards and camp counselors. Those who successfully complete the programs will become certified.

3/24/88

TRANSCRIP
WRITTEN AND EDITED BY IPSWICH HIGH SCHOOL STUDE
Assistant Editor: Joanna Morley
Advisor: Janet Mac

Explaining her project to Daniel Newberg, pharmacy director at Beverly Hospital, is junior Keisha Anderson, who took first place in the science fair last week. (Photo by Kelley Bouchard)

Cable offers cancer tests

Ips. Chronicle 2/25/88

The Cable Emergency Center in Ipswich will conduct a free colorectal cancer screening on Tuesday, March 8, from 1 to 4 p.m. in the conference room at the center on the lower level.

where test results will be determined.

Although people of all ages are welcome to participate, it is stressed that people 40 years of age or older take part in this important

ly

Vagos says he'll vote against his estates proposal

By JOHN MOONEY
3/29/88 Times staff

BEVERLY – Aldermen President David Vagos, now planning to vote against the order himself, yesterday acknowledged the inevitable defeat of his proposal to allow large estates to be converted to condominiums.

"I will listen to the voice of the people," Vagos said, alluding to the widespread opposition to his plan.

But in an unusual move, Vagos split from the proposal a less controversial provision for the condominium conversion of old public buildings and appeared to have the necessary

> "*I will listen to the voice of the people.*"
>
> **Aldermen President David Vagos**

year and he only "felt it should be aired."

He said the aim was only to to preserve the areas' open space.

But he and

could

ghbors

eal in

---

esday, March 29, 1988

32 pages 25 cents

Plan filed to guard Loeb Estate zoning

By LISA KOSAN
Times staff

BEVERLY – Advertising executive James X. Mullen submitted plans for the former Loeb Estate on Hale Street that would effectively freeze the zoning that allows congregate elderly housing.

Mullen's plans do not require subdivision approval by the Planning Board but will be reviewed in the next few weeks, according to Planning Director Mitchell Korbey.

"I'm just turning it from three parcels into one parcel to protect the future use of the land,"Mullen said yesterday of the 88-acre property bounded by Thissell and Haskell streets.

Mullen's advertising agency, now in Wenham, was housed at the Loeb mansion in Prides Crossing before a fire destroyed the property last year at this time. The Wenham offices on Essex Street were damaged by fire late last year.

The vacant Beverly property is zoned for single-family homes and the foundation of the burned mansion is still visible.

Mullen said he has no plans for the use of the property.

But because of the size of the Hale Street parcel, Mullen's land and the Dunham Road property owned by Parker Brothers have been named as potential sites for congregate elderly housing.

The city's zoning allows congregate housing on residential parcels of no less than 20 acres. Current state law, however, permits a developer to use land of no less than 10 acres. Korbey said he wouldn't be surprised if other properties of fewer acres would apply for zoning variances because of the difference between state and local requirements.

"He has no intensions now, as far as use of the property," Korbey said yesterday. "But my guess is that he's doing it just to freeze the zoning."

Plan, page A12

---

consultants last

needed to be drafted before Monday night's meeting.

LTH

ich Chronicle March 31, 1988 Page 9

Cable offers health programs

The Cable Emergency Center plans several April health programs.

On Thursday, April 7 and 14, from 6:30 to 8:30 p.m., a basic cardiopulmonary resuscitation (CPR) program will be offered. Participants must attend both sessions. Preregister by calling 922-3000, extension 2480.

* * *

Psychotherapy sessions held

A psychotherapy group for women aged 21 and older is offered by Beverly Hospital psychiatric consultation service on Tuesday evenings at the hospital. A fee of $33 is charged per session. The group

ses on self-esteem, building sat-ing relationships and promoting roved communication skills. more information, call 922-3000, 2630.

* * *

Programs for nurses

Beverly Hospital will offer two grams in April for nurses and er health professionals. "AIDS date" will be held on April 6 from to 9 p.m. with guest speaker bert Burke. The program offers contact hours for RNs and LPNs 2 hours for EMTs and paradics. Fee is $12.50 and partici-its must register by April 4.

The second program, "Sub-nce Abuse," will be held on April from 12:30 to 4 p.m., with guest aker Roger D. Weiss, M.D. The program offers 3.3 contact hours for RNs and LPNs. Cost for the program is $16.50 and participants must register by April 11. Both programs will be held in the Beverly Hospital lecture hall. For more information and registration, call 922-3000, ext. 2230.

Psychotherapy group offered

Salem News, 3/31/88

BEVERLY — A psychotherapy group for women 21 and older is being offered by the Beverly Hospital Consultation Service.

The group meets Tuesday nights at the hospital. Contact the hospital for more information.

Times 3/31/88

THERAPY GROUP: A psychotherapy group for women aged 21 and older is being offered by the Beverly Hospital Psychiatric Consultation Service to meet on Tuesday evenings at the Hospital.

A fee of $33 per session will be charged. Most types of health insurance, including Medicaid, are accepted.

The focus of the group is on enhancing self-esteem, building satisfying relationships and promoting improved communication skills.

For further information, call 922-3000, ext. 2630.

HEALTH PROGRAMS: Beverly Hospital will be offering two educational programs in April for nurses and other health professionals.

"AIDS Update" will be held on April 6 from 7-9:30 p.m. Guest speaker Robert Burke, Clinical Specialist, Department of Epidemiology at Boston City Hospital, will present current data regarding AIDS transmission and patient care. The program offers 2.4 contact hours for RNs and LPNs and 2 hours for EMTs and paramedics. The fee is $12.50 and participants must register by April 4.

On April 13, a program on substance abuse will be offered from 12:30-4 p.m. Guest speaker is Roger D. Weiss, M.D., Assistant Professor of Psychiatry at Harvard Medical School and Director of the Alcohol and Drug Abuse Treatment Center at McLean Hospital.

Dr. Weiss will discuss the identification of patients involved with substance abuse, the subsequent course of abuse and treatment modalities. The program offers 3.3 contact hours for RNs and LPNs. Cost of the substance abuse program is $16.50. Participants must register by April 11.

Both programs will be held in the Beverly Hospital Lecture Hall. Registration information may be obtained from the Resource and Program Development Department at 922-3000, ext. 2230.

Health Education Programs at Beverly Hospital

Shoppers News 3/31/88

Beverly Hospital will be offering two educational programs in April for nurses and other health professionals.

"AIDS Update" wil be held on April 6 from 7-9:30 p.m. Guest speaker Robert Burke, Clinical Specialist, Department of Epidemiology at Boston City Hospital, will present current data regarding AIDS transmission and patient care.

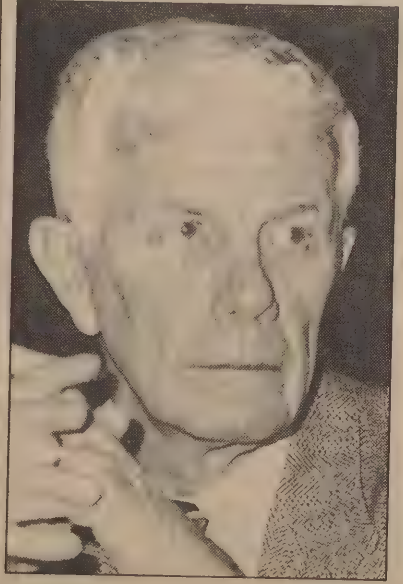
The program offers 2.4 contact hours for RNs and LPNs and 2 hours for EMTs and paramedics.

There is a fee of $12.50 and participants must register by April 4.

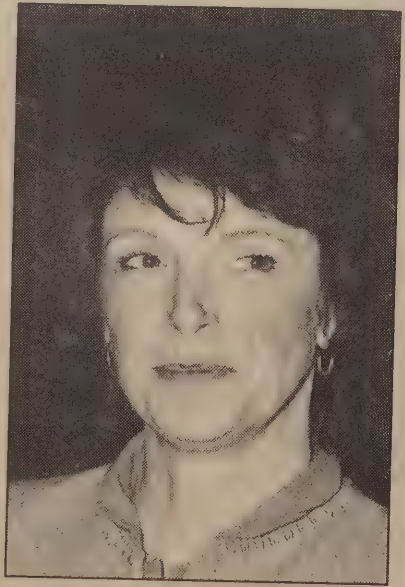
On April 13, a program on substance abuse will be offered

THE TIMES
THURSDAY
MARCH 31, 1988

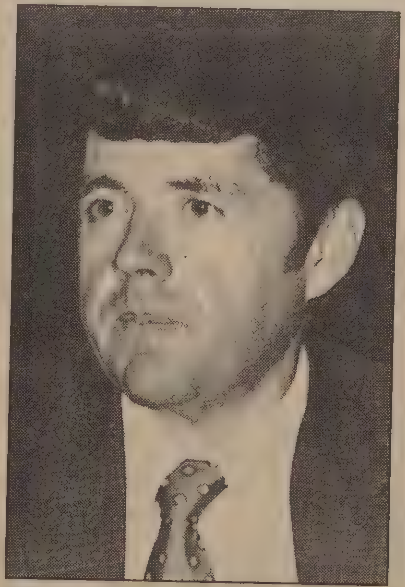
BEVERLY



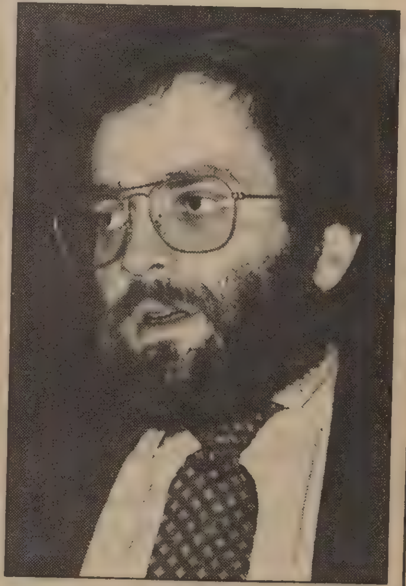
Mark Cronan



Sandra Reinecke



Jeffrey Conley



Sue Woodcock photos

S. Byrd Kranish

Issues from sidewalks to spending raised at Ward 4 candidate forum

would provide nursing care if

GOINGS ON

Times 4/4/88

SAVER COURSE: The Maternity and Pediatric Departments at Beverly Hospital will sponsor a Child/Infant Saver Course to be held at the Hospital on May 5 and 12 from 7-10 p.m.

The program is geared for parent(s) and will focus on accident prevention and treatment of emergencies. CPR, basic first-aid and accident prevention will be the main topics.

The program will be held in the Nursing Division Conference Room at the Hospital. The course fee is $15 per person or $25 per couple. The program will be taught by Carol Remillard, Pediatric Nurse and Joy Hughes, R.N.

Women who would like to attend that are pregnant, will need a note from their doctor.

To register for this program, please call the Community Relations Department at 922-3000, extension 2480. Pre-registration is required and seating is limited.

Nursing profession receives overdue attention

Your March 17 editorial concerning the shortage of nurses rightly calls attention to, and demands action to correct, a critical shortage of nurses. As a nurse for many years, I welcome public recognition that my professional role is, at last, beginning to be seen as an essential and valued service to the community. As written, however, your comments subtly undermine your position.

Nurses are professionals whose role demands the capacity to evaluate and manage complex situations and data. To speak of "training" as the method of preparation for the role bespeaks the same lack of respect that has been chafing nurses for years. Animals and small children are train
nurses are "educated."

I also do not view salary
creases as a "short-range
sponse" to the crisis. Money
equated with value and presti
Highly paid individuals are
corded respect regardless of th
function in society. Respect for
profession will rise in direct
portion to salary levels.

It is unfortunate that it
taken a nursing shortage, wh
is creating hardship for both
tients and nurses, for societ
begin to recognize the esse
contribution that nurses mal
the health of this nation.

RITA H. LOSE
Boxford

Globe 4/5/88

Congregate awareness important

To those people who are interested in congregate housing, such as Laurel Ridge, there will be a meeting in the Aldermanic Chambers between the Board of Aldermen and the Planning Board. I think people should be aware of what congregate housing entails. In order to get first-hand information about the pitfalls for elderly, affluent, potential buyers of Laurel Ridge, I recommend highly that they read the AARP April issue about Long Term Lifetime Care. There are many, many pitfalls which someone may fall into if they are not aware of what they're buying. What they're buying is a situation in which they are neither a tenant nor an owner. Who wants to buy that? You have nothing. You're neither a tenant nor an owner.

Beverly

Times 4/6/88

STROKE CLUB MEETS: The monthly meeting of the Beverly/Danvers Stroke Club will be held Thursday, April 7, at 1 p.m. at the Beverly Hospital Lecture Hall.

Adele Audet, Registered Pharmacist/CVS Beverly, will conduct a self medication awareness test (SMAT).

Family and friends are always welcome to the meeting. Refreshments and conversation follow the program.

Easter Seal Stroke clubs are comprised of people who have had a stroke, their families and friends. Each club is designed to offer peer group support among members and is known as a member's best resource for developing understanding of his/her disability.

Members of Easter Seal Stroke Clubs also have the support of other Easter Seal services, including Easter Seal Home Health Care.

This services offers the full spectrum of home care services including nursing, physical, speech and occupational therapy and home health aides.

For more information about Easter Seal Stroke Clubs or other services, please contact Shirley Symons at the Easter Seal Northeast Regional Office at 683-1259.

CHILD SAVER COURSE: The Maternity and Pediatric Departments at Beverly Hospital will sponsor a Child/Infant Saver Course to be held at the Hospital on May 5 and 12 from 7-10 p.m.

The program is geared for parent(s) and will focus on accident prevention and treatment of emergencies. CPR, basic first-aid and accident prevention will be the main topics.

T
Cor
$15

T
ped
W
nar
T
mu
248
lim

Times 3/25/88

MS PROGRAM: The Massachusetts Chapter of the National Multiple Sclerosis Society is offering two programs for individuals with MS to be held at the Beverly Hospital.

The first program is a four-session counseling group for couples in which one member has MS. The group will focus on the way multiple sclerosis affects a marriage and the family. The group will be facilitated by Janice Schwartz, Ed.D. and Robert Shuman, Ed.D. on April 4, 6, 11, 13 from 7-8:30 p.m.

A second program, MS Lecture Series, is educational in nature and geared toward people with MS and their family members. The series will run for five Monday evenings from 7-9 p.m., beginning April 25. Experts will present the following programs: Neuroloqy and MS; How Can I Cope Psychologically?; Feeling Good: Manage Stress and Increase Self-Esteem Through Movement Therapy; Impact of MS on Family and Friends; The Multiple Sclerosis Society: How It Works.

For more information or registration materials for either of the programs, contact Cynthia Zagieboylo at the MS Society at 890-4990.

Times 3/25/88

Participating in the SHINE certification program were, from left, Noella Kloppenburg, North Shore Elder Services; Paul Lanzikos of Beverly, state secretary of elder affairs; and Nancy Beaulieu, Danvers Senior Center.

Elder volunteers SHINE

BEVERLY — The Massachusetts Office of Elder Affairs recently honored 20 local persons for completing a training program designed for elders with health insurance questions.

SHINE (Serving the Health Insurance Needs of the Elderly) is a project sponsored by the Executive Office of Elder Affairs in conjunction with statewide councils on aging. SHINE counselors are trained to provide accurate information on health care options across the state.

Among those honored were members of the Councils on Aging in Beverly, Danvers, Essex, Hamilton, Lynnfield, Manchester and Peabody. Paul J. Lanzikos of Beverly, the state secretary of Elder Affairs and former Beverly Hospital executive, presented certificates to the new counselors at a ceremony held at Beverly Hospital.

THE TIMES
THURSDAY
APRIL 7, 1988

BEVE

'Thousand Pines' develop

By LISA KOSAN

"Five years they tortured me," Abdo said yesterday of the Planning Board.

ked if
it. He
r the
npen-
of his

Manzi
ed by

I can
Board
poses.
very

ppeal
l was
n the

Alex-
seen

Five years they t
They were found

Develop
about the
whic
prope

the judge's ruling an
comment.

Abdo's Thousand Pi
would extend behind the
ing subdivision off Tal
undeveloped property

Ips. Chronicle 4.7.88, 4.14.88

NEW PHYSICIAN COVERAGE

Beverly Hospital is pleased to announce
that Medical Management Services, directed by

JACK HAZELTON, M.D.

has assumed a medical practice
at Cable Medical Center.

CALL 356-7090 for appointments.

The practice was formerly managed
by Kenneth Zinn, M.D.
who has joined a Health Maintenance Organization.

Ipswich Chronicle 4.7.88

Doctor leaves private practice, joins Medical East in Peabody

Allows him to do what he likes best: being a doctor

After nearly nine years of running his own practice, Dr. Kenneth Zinn has decided that medicine — not business — is his first love.

Last week, Zinn, 38, joined the Medical East Community Health Plan in Peabody where he will be working with a team of doctors. Medical East is a health maintenance organization (HMO) where members receive pre-paid health care. It is located at the North Shore Shopping Center.

Zinn has sold his private practice in internal medicine — with offices at the Cable Medical Center and in Topsfield — to Medical Practice Associates.

“It w
difficult decision to
make
years,
been a
ple an
nine y
But
sachu
ing, Z
dealin
gover
difficu
At M
not h
closel
“It
enjoy
tor,”
to sta
time.
“I w
of ca
join M
and

Blue Shield.

Still, Zinn has found it hard to say good-bye to his patients, some of whom he has known for a long time. “This is an emotional thing for me,” he said.

When it came time to let his patients know he would no longer be in private practice, Zinn said he was surprised to see how many people he had cared for. He said his patient list numbered about 4,400 with a majority of patients coming from Topsfield, Ipswich and Boxford.

But Zinn’s sadness is mixed with optimism: he said he knows he is leaving his patients in good hands with Medical Practice Associates, a group of four doctors with an

week, said Hazelton.

Zinn, who had run the practice alone with only the help of two secretaries, said he had split his time about 60/40 between the two offices. “I was a one-man show,” he said.

Now, at Medical East, Zinn said he is looking forward to the association he will have with other doctors. He said he has missed that daily exchange.

Zinn said his decision to leave private practice is part of a trend started long before him of physicians looking for options other than practicing on their own.

He also said he is beginning to see a trend toward physician groups where three to six doctors may get
d establish a practice.
inn will no longer have
in Ipswich, he will still
the community. He said
o continue living in town
ntinue serving on the
ealth.

Dr. Roy L. Ruff

Dr. Ruff Certified Critical Care Specialist

Cricket 4/8/88

Roy L. Ruff, M.D. of Beverly has recently become certified as a critical care specialist, following successful completion of a national examination given for the first time in November, 1987.

The critical care certifying examination, administered by the American Board of Internal Medicine, signifies the ability of a physician to demonstrate a high level of proficiency in managing the critically ill patient.

Dr. Ruff was one of 3000 physicians nation-wide who took the first examination for certification in this field.

Successful candidates must first be board-certified in internal medicine, document a specific number of hours
in critical pa
strate capabil
procedures th
intensive or
In additio
internal me
Dr. Ruff is al
medicine. H
University o
of Medicine
University F
cine at New
tal and Lah
He has be
the Beverly
eight years
the hospita
tion progra
Dr. Ruff
Medical Gr

Hospital in cholesterol program

BEVERLY — Beverly Hospital will be one of more than 400 hospitals nationwide participating in the May 4 “CountDown USA: The National Blood Pressure and Cholesterol Check.”

The Beverly facility is the only hospital on the North Shore to be used for a test site.

CountDown USA is the first nationwide screening for cholesterol since new guidelines were issues by the National Heart, Lung and Blood Institute last fall. It will be one of the largest health screenings of its kind in the U.S.

High blood cholesterol is one of three modifiable major coronary heart disease risk factors. The other two are hypertension and smoking.

Those North Shore residents wishing to participate in the screening — which will be held between 2 and 7 p.m. May 4 in the Beverly Hospital Cafeteria — must make appointments by calling the hospital during business hours. Cost is $3 to help defray supply expenses.

Salem News 4.8.88

4|8|88 THE MANCHESTER CRIC

Participants in the S.H.I.N.E. Certification Program include David Gaunt (left), one of the new counselors; Paul Lanzikos, Secretary of Elder Affairs; and Rosemary Kerry, Manchester Council on Aging.

Salem News 4|12|88

HEALTHBEAT

CPR Program slated for school vacation

The Beverly Chapter of The American Red Cross will sponsor a CPR program and first-aid training program for students aged 15 and older.

The CPR program will be held on Monday and Tuesday, April 18 and 19, while the First-Aid program will be held on Wednesday, Thursday and Friday, April 20, 21 and 22. Both programs will be held from 9 a.m. to 1 p.m. Participants may register for one or both programs. The classes will be held in the conference room at Cable Emergency Center, County Road, Ipswich. The cnference room is located in the lower level of the center.

The program is geared for students who will soon be seeking positions as lifeguards, camp couselors and other summer opportunities requiring CPR and First-Aid training. Participants succesfully completing these programs will become certified.

If you wish further information about course fees or to register, call the American Red Cross in Beverly. Advanced registration is required and enrollment is limited.

Times 4|11|88

ago.

HEALTH FAIR: The Cable Emergency Center of Beverly Hospital will host a free Health Fair for women on Wednesday, May 18, from 9 a.m. to 1 p.m., at the Cable Emergency Center, County Road in Ipswich. The Health Fair will be held in the Conference Room of the Center. All area residents are welcome to attend.

Participants may take part in the screenings, or just view the informational booths and displays. Materials on nutrition, PMS, Menopause as well as other health issues will be made available.

Several agencies will be represented at the fair, they are: the Bay Area Visiting Nurse Association, Harbor Home Care and CAB (Center for Addictive Behaviors). In addition, the following hospital departments will be represented: The Breast Health and Education Center, Women's Health Connection, Lifeline, Medicare Desk, TIPS (Timely Information and Programs for Seniors), North Shore Birth Center, Pediatrics, Maternity, Respiratory Therapy and Physical Therapy.

Council to hear proposals

By ERIC BLOM
Times staff

PEABODY – The future of downtown Peabody will be on the City Council agenda tomorrow night as two developers fight to put more than 315 condominiums on two former tannery sites near the Salem line.

Also on the agenda is a proposed 154-unit condominium complex for Prospect Street and a plan to change zoning in the Route 1 mobile home park district.

Although they are at far different stages of discussion, both downtown proposals have generated de-

on 20 Howley Street, spent more than $3,000 recently on advertising to muster residents opposed to the two development proposals, asking them to attend the meeting.

Other area manufacturers have complained that the proposal threatens their businesses. (See related story on page 1.)

Warnings that jobs would be lost swayed four councilors on March 31 to vote against a plan by LandCor Inc. of Boston to build 108 condominiums at 150 Main St., site of the former Henry Leather Co. tannery that was destroyed by fire four years ago.

Unless one of these councilors changes his mind at tomorrow's meeting or the board again votes to

ue at a later date, the proposal will

f the council's 11 members must

change.

or's 3½-acre parcel is now in a

4/13/88

City appeal to stall Abdo subdivision

By LISA KOSAN
Times staff

BEVERLY – The developer of a proposed Centerville subdivision will have to wait a little longer before the fate of his land of Boyles Street is settled.

Andrew J. Abdo of Danvers won

er than the deadline.

"We will file it prior to the 20th because we don't want to put the Planning Board in a difficult situation," Alexander said, referring to the judgment forcing the board to approve the subdivision. "The judgment will be stayed."

Philip D. Moran, Abdo's layer, said yesterday he and his client

---

Specialist named

Dr. Roy L. Ruff of Beverly Hospital recently became certified as a critical care specialist. Also certified in pulmonary medicine, he has been at Beverly Hospital for eight years and is medical advisor for the hospital's pulmonary rehabilitation program. He is in practice with The Medical Group of Beverly.

Item 4/13/88

Universal health coverage enacted

By JOHN LAIDLER 4/13/88
News Staff

BOSTON — After months of controversy capped by a marathon session, state lawmakers gave final approval early this morning to a sweeping plan to provide universal health care to Massachusetts residents.

The bill, which also updates the state's hospital financing system, passed by narrow margins in both the House and the Senate, with most North Shore legislators voting against the measure. Gov. Michael S. Dukakis, who is expected to tout the bill on the presidential campaign trail, should sign it by early next week.

"I think this is a very significant and important bill that really marks a new era in the state's ability to help its citizens," said Rep. Lawrence R. Alexander, D-Marblehead, of the first-in-the-nation health measure.

Alexander, one of three North Shore legislators voting in favor of the plan, said the bill had imperfections, but they could be cleared up in the next couple of years before the full impact of the legislation hits in 1992. "I think it was important to start us on the road toward guaranteeing health insurance for all."

But Rep. J. Michael Ruane, D-Salem, called the bill a "bottomless pit in regard to costs, a financial boondoggle that could sink the Commonwealth four years from now."

Ruane, who took to the floor to

HEALTH
(Continued on page 10)

How they voted

- Here is how local House members voted on the universal health care conference report. "N" indicates a vote against the report; "Y" a vote for the report: Alexander, F., D-Beverly, N; Alexander, L., D-Marblehead, Y; Clark, R-Hamilton, N; Fiero, D-Gloucester, N; Ruane, D-Salem, N; Torkildsen, R-Danvers, N; Walsh, T., D-Peabody, Y.
- Here is how local Senate members voted: Berry, D-Peabody, N; Buell, R-Boxford, N.

---

vide about a $1 billion increase in

City Council approves 154-unit condo complex

By ERIC BLOM
Times staff
4/13/88

PEABODY – More than 150 condominiums will be built across Prospect Street from the Kross Keys apartment complex under a zoning change approved unanimously by the City Council last night.

Alvin Slotnick, owner of Kross Keys, received permission to build 154 units at the site. Preliminary plans call for a condominium complex, but the units might be rented if the housing market becomes soft, Slotnick said at a March 3 public hearing.

There was no discussion on the decision last night, but Ward 4 Councilor Robert Driscoll said after the meeting that he supported the plan because it had widespread approval in the neighborhood and because it would fit in well with the nearby Northshore Shopping Center.

At the March 3 meeting, some city councilors said they were worried that the change might be considered "spot zoning," an illegal change of zoning for a specific lot.

That concern, however, seemed to fall under the weight of arguments expressed by members of the South Congregational Church, which is next to the proposed complex and included in the zoning change.

About 120 church members argued in a petition and on the council floor at the March 3 meeting that the complex would be the least disruptive use of the site and that Slotnick had addressed their concerns. They also argued that it was not spot zoning becuase the church property was included in the change.

4/13/88

DAILY EVENING ITEM, Lynn, Mass., Wed

RX ... FOR YOUR HEALTH

Hospital anniversary party

To celebrate the 100th anniversary of Beverly Hospital, a family-oriented party will be held on May 14 from noon to 5 p.m. on the hospital grounds. Games with prizes, strolling entertainment clowns, face painting, balloons, and refreshments will be featured. Those interested in attending should call 922-3000, ext. 2307. Parking will be in the Beverly High School lot on Sohier Road, with a trolley available to shuttle partygoers.

* * *

Blood pressure screening

Beverly Hospital will offer a cholesterol/blood pressure screening on May 4 from 2 to 7 p.m., in the hospital's cafeteria. Appointments should be scheduled in advance by calling 922-3000, ext. 2482. There will be a charge of $3.

* * *

NEW PHYSICIAN COVERAGE

Beverly Hospital is pleased to announce
that Medical Management Services, directed by

JACK HAZELTON, M.D.

has as
at 5

CALL

The

* * *

ELDERS HELPING ELDERS: Several Beverly residents were among 20 area residents honored recently by the state Office of Elder Affairs for completion of a training program designed to help other older adults with health insurance questions. In ceremonies at Beverly Hospital, state Secretary of Elder Affairs Paul J. Lanzikos, himself a Beverly resident, presented certificates to new counselors who completed the five-day SHINE (Serving the Health Insurance Needs of the Elderly) program at the hospital.

Times 4/17/88 * * *

PIONEERING A SPECIALTY: Beverly internist and pulmonary specialist Dr. Roy L. Ruff, has become certified as a critical care specialist, following successful completion of the first-ever national examination by the American Board of Internal Medicine. Ruff's new designation signifies his ability to demonstrate a high level of profi-

ıff

ns nation-
ı internal
Carolina
rmer Har-
Medicine
ınd Lahey
Hospital
s medical
rehabilita-

Legislators cite dangers in health care bill

By **LISA KOSAN**
Times staff

4/14/88

BEVERLY – Three North Shore Democratic legislators cited the enormous cost of the universal health care bill as their main reason for voting against it yesterday in the House and Senate.

The bill, which will provide health insurance to an estimated 600,000 uninsured Massachusetts residents, was narrowly accepted in the House after a vote of 77-75 and in the Senate with a slim victory of 18-15. The bill is now ready for Gov. Michael S. Dukakis' signature.

"The concept is fine," said Rep. Frances Alexander, D-Beverly. "Surely there is a need to cover everyone with health insurance. But the price is too high and totally directed at the small business owners."

Alexander was one of five Democrats from the

Health care, page A10

dangers cited

the issue dealing with required payments by employers was slightly different. In the previous version of the bill employers with nine or fewer employees would be exempt from providing coverage.

The Beverly Democrat said she was also opposed to a change in the bill that required employers to pay 100 percent of the health insurance cost as opposed to an earlier version that required approximately 50 percent.

The estimated cost to the state for the four-year phase-in bill would range from $550 million to $1.2 billion. Maximum state spending has been limited to $261 million in 1990 and $477 million in 1992. The governor has budgeted $78 million for 1989.

of the bill
om Demo-
vocates of
against it
concerns
nts.
to many,
nts," said
anchester,
rt. "Many
ss owners
burdened

ple in my
under-10
iero said.
making a
hit with a
would be

employees
businesses
eir doors.

ne bill yes-
is support
ealth care

ıpporter of the concept," Berry said. "We have a moral obligation to provide health insurance for all. But we ought to have the honesty to pay for it in the correct way and not put the burden on small businesses."

Berry said there are many human interest programs that are strained under the state budget and will be further sapped by the health care costs.

"I think we ought to pay for this bill through some kind of cigarette tax, liquor or gun tax," Berry said. "A combination of taxes would be the only way to pay for this rather than putting the burden on small business."

Berry said he was "totally dissatisfied" with the final version of the bill and was unhappy that an amendment that would protect public employee benefits was not included.

Fiero, who supported the version of the bill presented last month, said she, too, was concerned that the employers would have to fund 100 percent of the health insurance cost.

"By voting for that bill we are undertaking what looks like a minimum of a half billion dollars obligation in 1992 without having put into place revenue sources," she said.

"Health insurance is important, but not at the cost of cannibalizing existing human service programs," she said. "It made it impossible for me to vote on."

The Gloucester Democrat, who sits on the Ways and Means Committee, said many other programs in education and for cities and towns are in dire need of funding. "We're short of money for the current fiscal year. We're short of money for the next fiscal year and we will have to cut the budget that has been submitted."

The bill also renews the state's hospital financing law, which expired last October. More than $1 billion was included for hospital fee increases over the four years of the bill and $95 million in new revenues was added for some of the hospitals operating under precarious circumstances.

Other North Shore legislators who voted against the universal health care bill were Rep. Peter Torkildsen, R-Danvers; Rep. Forrester A. "Tim" Clark Jr., R-Hamilton; Sen. Robert Buell, R-Boxford.

Countdown USA

Cricket 4.14.88

On May 4, Beverly Hospital will be one of more than 400 hospitals across the country participating in "CountDown USA: The National Blood Pressure and Cholesterol Check".

The screening will be held by appointment only from 2-7 p.m. in the hospital cafeteria. Appointments must be scheduled in advance by calling 922-3000, ext. 2482.

Participants will have the cholesterol screening by finger-stick method, in addition to a blood pressure screening. Test results will be available within a few minutes.

There will be a charge of $3 to help defray costs of supplies.

Those with elevated results will be counseled on dietary and lifestyle changes that may be helpful in lowering blood pressure and cholesterol levels.

Literature and displays on related health information will be available while test results are processed.

CountDown USA is sponsored by Voluntary Hospitals of America, a national network of 650 locally owned not-for-profit hospitals and their 170 affiliates. The Beverly Hospital has been a member of VHA since 1985.

CountDown USA is the first nationwide screening for cholesterol since new guidelines were issued by the National Heart, Lung and Blood Institute last fall. The protocol for the event has been developed in association with the NHLBI.

The new guidelines classify a cholesterol level below 200 as desirable, between 200-239 as borderline/high and over 240 as high. A blood pressure below 140/90 is considered desirable.

At the time of the screening, participants will be advised that a single measurement does not rule out or prove a diagnosis of increased risk blood cholesterol or high blood pressure. Individuals will be urged to follow up their test results with their personal physician.

CountDown USA is designed to help people know and understand their blood pressure and cholesterol levels. It is an opportunity to become more aware of what the test levels mean and the types of follow up treatment necessary to avoid the health problems associated with high cholesterol and high blood pressure.

Beverly Hospital Plans 100th Birthday Party

Beverly Hospital is having a birthday party, and everyone is invited!

In celebration of the 100th year since the hospital's founding, a family birthday party has been planned for Saturday, May 14, from 12 noon-5 p.m. on the hospital grounds.

The plans include fun and entertainment for the whole family. There will be games with prizes, strolling entertainment and clowns, face painting, a space walk, balloons and souvenirs.

Provided free of charge will be birthday cake, popcorn, cotton candy and sno-cones. Hamburgers, hot dogs and beverages will be available for a nominal fee.

Special invitations to the party are being extended to anyone born at the hospital, in addition to retired employees and former friends of the hospital. A VIP reception area will be set up at the party for the guests.

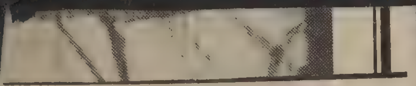
Due to the large numbers of people expected to attend, the hospital requests notification from interested families. For those who contact the Volunteer Office at 922-3000, ext. 2307 in advance, free game and refreshment tickets will be provided for each family member.

Parking will not be allowed on hospital property on the day of the party, except for patients and their visitors. People attending the party may park in the Beverly High School lot on Sohier Road and walk up to the hospital. An old-fashioned trolley will also be available to shuttle people to and from the party.

The family birthday party will be reminiscent of the old-time "Sam Sam," a carnival sponsored years ago to benefit the hospital. The "Sam Sam" was named for Dr. Samuel Torrey, founder of the original Beverly Hospital in 1888 and Samuel Gentley, a businessman and hospital benefactor.

Interested families are asked to contact the hospital's Volunteer Office as soon as possible to reserve their free tickets and allow hospital staff to plan for an accurate number attending the party. This will help to assure plenty of prizes and refreshments for everyone.

Cricket 4/14/88



Cable '88 A Health Fair For Women

Cricket 4/14/88

The Cable Emergency Center of Beverly Hospital will host a free Health Fair for women on Wednesday, May 18th from 9 a.m.-1 p.m. at the Cable Emergency Center, County Road in Ipswich. The Health Fair will be held in the Conference Room of the Center. All area residents are welcome to attend.

Women of all ages are invited to the Health Fair and encouraged to bring their friends. Children are also welcome to attend with adult. Participants may take part in the screenings, or just view the informational booths and displays. Materials on nutrition, PMS, Menopause as well as other health issues will be made available.

TODAY'S MAGAZINE - APRIL 88

continued

ish, floor cleaners, photo chemistry, pharmaceuticals--and much, much more.

CABLE EMERGENCY & BEVERLY HOSPITAL NEWS

- The Beverly chapter of the American Red Cross is sponsoring a CPR and a First-Aid training session for students 15 years or older at the Cable Emergency Center in Ipswich.

The CPR program will on April 18 and 19 and the First Aid will be April 20, 21 and 22. Both run from 9 a.m. to 1 p.m. and participants may register for one or both programs.

The instruction is geared for students who looking for positions as lifeguards, camp counselors and other summer job opportunities required such training. Those successfully completing the program will be

Cholesterol screening expected

By VIRGINIA LOWRY
Times staff

4/16/88

BEVERLY – Increased public awareness that high blood cholesterol levels contribute to serious health problems is expected to draw hundreds of people to Beverly Hospital May 4 for a cholesterol/blood pressure screening program.

"I think there are more and more people aware of that," said cardiologist Dr. David Koh, who will serve as medical advisor for the screening program.

"Study has shown that there's a direct tie-in between having an atherosclerotic event such as a stroke to cholesterol level," he added.

Beverly Hospital will be one of more than 400 nationwide members of the Voluntary Hospitals of America, where screening programs will be conducted as part of the association's "CountDown USA: That National Blood Pressure and Cholesterol Check" program. It will be the only test site on the North Shore.

Grayce Kushmerek, public relations director for Beverly Hospital, concurred with Koh that public awareness of cholesterol hazards is responsible for

> "Study has shown that there's a direct tie-in between having an atherosclerotic event such as a stroke to cholesterol level."
>
> – Dr. David Koh

The low

by calling Beverly Hospital at 922-3000, ext. 2482.

Hospital plans public 100th birthd

Times 4/16/88

BEVERLY – In celebration of the 100th year since the hospital's founding, a family birthday party has been planned for Saturday, May 14, from noon to 5 p.m. on the grounds of Beverly Hospital.

The plans include fun and entertainment for the whole family, offering games with prizes, strolling entertainment and clowns, face painting, a space walk, balloons and souvenirs. Other free benefits include birthday cake, popcorn, cotton candy and snow-cones. Hamburgers, hot dogs and beverages will be available for a nominal fee.

Special invitations to the party extended to anyone born at the ho

addition to retired employees and former friends of the hospital. A VIP reception area will be set up at the party for the guests.

Due to the large numbers of people expected to attend, the hospital requests notification from interested families. For those who contact the Volunteer Office at 922-3000, ext. 2307, in advance, free game and refreshment tickets will be provided for each family member.

Parking will not be allowed on hospital property on the day of the party, except for patients and their visitors. People attending the party

old-fashioned trol shuttle people to

The family birt cent of the old-ti sponsored years ag "Sam Sam" was na founder of the origi and Samuel Gentley tal benefactor.

Intrerested famili hospital's Volunteer to reserve their free staff to plan for

---

GOINGS ON

SUPPORT GROUP: The LOSS group will meet on Tuesday, April to 9 p.m. at the Beverly Hospital.

The LOSS group is for parents experienced miscarriage, stillbirth of a newborn child. The group offer for sharing grief and develping wa with the loss.

There is no fee for the suppo which meets monthly in the hospi conference room.

For further information, contact Service Department at 922-3000, ex

---

Times 4/16/88

WOMEN'S HEALTH FAIR: The Cable Emergency Center of Beverly Hospital will host a free Health Fair for women on Wednesday from 9 a.m. to 1 p.m. at the Cable Emergency Center on Country Road in Ipswich. The Health Fair will be held in the Conference Room of the Center. All area residents are welcome to attend.

Women of all ages are invited to the Health Fair and encouraged to bring their friends. Children are also welcome to attend with an adult. Participants may take part in the screenings, or just view the informational booths and displays. Materials on nutrition, PMS, Menopause, as well as other health issues, will be made available.

In addition, the following hospital departments will be presented: The Breast Health and Education Center, Women's Health Connection. Lifeline, Medicare Desk, TIPS (Timely Information and Programs for Seniors), North Shore Birth Center, Pediatrics, Maternity, Respiratory Therapy and Physical Therapy.

The Cable Emergency Center is located at 126 County Road in Ipswich at the intersection of Routes 1A and 133. For information about this event, call the Community Relations Department at Beverly Hospital at 922-3000, ext. 2480.

Volume 98, No. 93 Bever

Similar elderly housing projects fac

EDITOR
second in
life care
controver
pital's pla
Ridge con

B

Court d
housing d
derly like
The co
proposed

CO

College o
appeal fr
leave dev
years.
A Nee
called N
the court
velopers
shovel of
Now

By WIN
Ottaway

WASHINGT
Bishop, a 66-ye
ow, traded he
home – for a
continuous ca
built nearby.
Relying on
chures promis

ca
ho
nu
for
bas
this
S
to
180

NORTH

ared

stay would
um of money
fee.
s planned to
Laurel Ridge
a and to doc-
Banking and
mall grocery
alth club, sa-
proposed for

1 apartments
leased from
also a larger
Ridge. Includ-
are a library
geted books, a
ool table and
ridge, a swim-
woodworking
e, gardening
en, exercise
bath, 200-seat
dining room
room with a
ory.
interior are
y a stray piece
uard monitors
modern brick
ooks Needham
Boston on a
curity checks
d early morn-
ch apartment
hat ring in the

oordinated by
nclude such re-
l party, theater
y, French and
s to the malls
d shopping.

t few residents
g through the
ers were found
m, at the pool
health center
Hepburn movie.

City gears for congreg

EDITOR'S NOTE: This is the first in a two-part series on life care communities, and the controvery over Beverly Hospital's planned 190-unit Laurel Ridge condominium complex for the elderly.

By LISA KOSAN
Times staff

BEVERLY – Proposals that would either eliminate the option of congregate elderly housing in the city altogether or merely reduce the size of any future complexes will be heard tomorrow night during a public hearing at City Hall.

The public hearings will begin at 7 p.m. before both the Board of Aldermen and the Planning Board. The meeting could also attract many members of a neighborhood group that is appealing the Planning Board's approval of the 190-unit Laurel Ridge congregate elderly housing project on Hale Street.

The congregate elderly housing zoning regulation was adopted by the city last July and allowed that type of building on lots with a minimum of 20 acres. The regulation, however, never limited the number of units that could be built on a site.

But since the Laurel Ridge project was approved amid vocal opposition, Mayor F. John Monahan has denounced the zoning as a "money-making scheme" and submitted a proposal to eliminate entirely that use of land in the city.

The Board of Aldermen's legal affairs

'Life care' purchasers may be buying Nirvana, or trouble

By WINSTON WOOD
Ottaway News Service

WINCHESTER, Va. – After 14 years of what often seemed to be hand-to-hand combat, Mabel Jensen last winter declared a truce with her house.

The 76-year-old widow had tired of the weeding, raking and other chores required to maintain the property after her husband died. So she sold her suburban Washington home and used the money to move to Westminster-Canterbury, a new, upscale retirement complex set in the apple orchards that surround this Shenandoah Valley community.

"I fought it long enough," she said, relaxing in the sunny apartment she shares with her cat Jenny.

In return for a hefty entrance fee and monthly maintenance payments, Jensen has been promised comfortable accommodations, companionship and medical care as long as she lives. Gone are the days consumed by house and yard work. Here she doesn't even have to cook her own dinner.

This sense of security appeals strongly to Elizabeth Trimble, a 78-year-old widow who lives in nearby Boyce, Va. One night last summer she stumbled in the dark and fell down the stairs of her rural home. Slowly and painfully she had to crawl back up the stairs to phone a friend for help.

While in the hospital recovering from the broken hip she suffered in her fall,

Life care, page A10

BEVERLY

Mullen: I'm keeping Loeb estate

By JEFFREY REMZ
News Staff

that property," he said. "There

4/11/88

Foes of Laurel Ridge distribute brochure

By JEFFREY REMZ
News Staff

BEVERLY — The professional-looking green and white brochure distributed to many homes last week railed against the Laurel Ridge congregate elderly housing project of Beverly Hospital.

But the current intent of Residents Seeking a Voice in Planning, the group that distributed the brochure last week, is to either eliminate congregate elderly housing in the city entirely or at least institute density restrictions.

Jane W. Wykoff, a Hale Street resident active in R.S.V.P., said Friday the brochure was sent out "just for more awareness for the community of Beverly to explain some of the ins and outs of the Laurel Ridge project."

Wykoff also wants residents to show up to a Planning Board meeting tonight that will discuss the proposal of Mayor F. John Monahan to eliminate congregate elderly housing in Beverly. Such housing now is only allowed by special permit.

R.S.V.P. made clear its interest in the meeting in an insert into the brochure.

"This is your last chance to voice your opinion in this matter," the insert warns. "The more people that attend and speak out, the more city officials will listen and act."

Congregate elderly housing is not without its supporters. A proposal that will be discussed in a public hearing tonight offers a zoning density of five units per acre.

"I think it's a good concept," Aldermanic President David Vagos said Sunday of congregate elderly housing. "There is an aging population in this country."

He said the proposal offered the "flexibility" to provide elderly housing, while the density protected against overdevelopment.

Wykoff said in a telephone interview Sunday that she supported the mayor, but also was not opposed to congregate elderly housing in all cases. "We would like to be with the mayor," she said. "We would like to support the mayor."

Wykoff also said, "There's a need for it, and it can be done well. It should be put in its proper place."

One possibility was the former USM site on Elliott Street, according to Wykoff. The property, which will eventually be sold by the Emhart Corp. of Connecticut, will most likely become a mixed-use site.

A meeting with the mayor today could clear up just where Wykoff's group stands on the housing issue.

The brochure apparently was originally slated to be sent out in advance of a Conservation Commission hearing on Laurel Ridge. The hearing was canceled after the developers withdrew their application.

The brochure almost exclusively cites problems with the Laurel Ridge project.

The housing was allowed starting in 1987. Opposition soon surfaced to the Beverly Hospital plan, which received Planning Board approval in February for 190 units on Hale Street near Endicott College.

The board OK'd the project despite complaints of Laurel Ridge neighbors over density, property value, and traffic issues.

Dr. Ruff receives specialist certificati

Physician is eight-year Beverly Hospital staff memb

BEVERLY — Dr. Roy L. Ruff, an eight-year member of the Beverly Hospital medical staff, was recently certified as a critical care specialist.

Ruff's certification follows completion of a national examination given for the first time in 1987. Ruff was one of only 3,000 doctors nationwide who took the first exam for certification in t

The critical care c
exam, administered by th
ican Board of Internal M
signifies the ability of a p
to demonstrate a high
proficiency in managing c
ill patients.

Ruff is medical advisor
erly Hospital's pulmonai
bilitation program.

Tell it to the Times
927-8686

4/20/88

Vote against health care supported

Are we not fortunate, on the North Shore, to be represented in the Legislature by Frances Alexander, Frederick Berry, Patricia Fiero, Michael Ruane, Peter Torkildsen, Thomas McGee, Forrester Clarke and Robert Buell? I hope everyone else took due notice of the fact that they voted against the mandatory health insurance bill. This shows that they gave thoughtful consideration to the potential drastic effects this bill could have on this state's economy. Several financial experts predict that this will destroy many small businesses, cause the loss of many jobs, and raise everyone's state taxes substantially year after year. When you read that the Senate estimates the cost to taxpayers to be $500 million over 4 years, and the House estimates it to be twice that, $1 billion for the same period, you wonder whether anyone really has any idea what this will cost. When one considers how the state has mismanaged automobile insurace over the years, mandatory health insurance is a frightening prospect. Brace yourself.

Beverly

Times Editorial 4/20/88

Split on health bill

The narrowness of the vote last week on the universal health care package told the story far more eloquently than is ordinarily the case.

One expected Republicans to be against the measure so passionately sought by Gov. Michael Dukakis as he campaigns for the Democratic nomination for president.

One expected Democrats to be for it. Given the imbalance of party strength in Massachusetts, it should have been a lopsided win for the governor's proposal. It was not. The reason: Representative government took over.

Legislators are torn at such times. Theirs is a representative role, but seldom do issues crystalize with such complexity.

In this instance there were two major and separate issues contained in the same piece of legislation. One was the new system for funding hospital operations and related services. The other was the governor's ambitions for universal health care insurance. But each of these issues had many facets, each of which had its proponents and opponents.

How, then, does a legislator act as a representative with so many constituents tugging in opposite directions? It is for such occasions that Harry Truman coined the phrase, "if you can't stand the heat stay out of the kitchen."

And the heat from this will not easily dissipate. In the final go-down, legislators voted their consciences based on their understanding of the pluses and the minuses of the bill.

cerning them.

In the end, they voted their consciences, and that is, truly, all anyone can ask.

Unhappy lesson in civics

Crowd gathers for congregate zoning hearing, but posting mistake forces its postponement

By JOHN NOVACK
News Staff

4/20/88

BEVERLY — The opponents and supporters of congregate elderly housing filed into City Hall Tues-

day
sho
ing
W
law
the
low
I
day
Va
me
nin
I
me
mi
cit
ing
pr
no
me

fore the hearing — has been followed in past years, and was not followed in this case.

After speaking with Maglio, Perron informed As- City Solicitor Thomas J. Alexander, who ad- the hearing to avoid

---

Posting snafu forces public hearing delay

4/20/88

By LISA KOSAN
Times staff

BEVERLY – The players were ready but a technicality forced a delay of last night's scheduled public hearing on the future of congregate housing in the city.

More than 70 people gathered to hear the Board of Aldermen and the Planning Board discuss two proposals that would either eliminate the option of congregate elderly housing or reduce the size of any future complexes.

But to everyone's surprise Aldermen President David Vagos told the audience the hearing would have to be postponed until next month.

The notice of the joint public hearing ran in the newspaper as required by state law, according to the Planning Department. But, the notice that must be posted in a "conspicuous" place inside City Hall for 14 days was posted instead for seven days in the Clerk of Committee's office on the second floor. Meeting notices are general-

Hearing, page A10

Mayor F. John Monahan sub-

Although an appeal filed in Su-

delayed

l and the aldermen's deci- of the two zoning amend- s that will be heard May 16 at cheduled hearing.

the court upholds the city's val of Laurel Ridge, the spe- permit granted by the Plan- Board in February will allow evelopers to go ahead with plans even if the city decides ange the congregate elderly ng zoning regulations.

developers, however, must ise the special permit use n six months.

the court overturns the city's val and the city eliminates egate elderly housing uses ly, the "approval not re- l plan" will have frozen the nt congregate zoning use and allow the developers to reapply for

---

New policy on posting meetings a

4/21/88

By LISA KOSAN
Times staff

BEVERLY – Interested parties will have to look no further than the glass case on the first floor of City Hall if they're wondering about upcoming public hearings and meetings.

That's the new policy since four controversial joint public hearings scheduled for for Tuesday night had to be cancelled because of a procedural error in posting.

"We'll have everthing out front (of the clerk's office) now, dated and signed in the glass case," said City Clerk Joan Liberti yesterday.

Liberti and the room full of aldermen, Planning Board members, developers and interested residents were all surprised to hear that the four public hearings would not be held and instead will be held over to next month.

Proposals scheduled for discussion were:

- Mayor F. John Monahan's proposal to eliminate altogether the city's zoning for congregate housing for the elderly.
- The Board of Aldermen's Committee on Legal Affairs and Account's proposal to limit the density of congregate housing projects to five living units per acre on the minimum 20-acre lots.
- A proposal to change requirements of buildings in the city's central commercial zones to the height and setback requirements of directly abutting residential zones. However, a street or railroad tracks running beneath the two properties would exempt the commercial building.
- A proposal to allow in-law or accessory apartments by special permit on top of detached garages.

The posting snafu was brought to the attention of Planning Director Mitchell Korbey and Clerk of Committee's Constance Perron by Ward 2 resident and civic association member Rosemary Maglio. The City Hall officials then notified Assistant City Solicitor Thomas Alexander who advised them to cancel and reschedule the public hearings with proper notice.

State law requires notices of public hearings to be posted in a "
prior to the hearin
night, however, we
Perron's office on t
instead of downsta

"This was an u
aldermen Presiden
"The city clerk fo
we've been doing it

The public hearin
as required for 14 d

Vagos and Libert
notices are posted o
public hearing notic
Aldermen will be p

Other city board's
hearing notices outs
the first floor of City

Vagos said he isn'
ters settled in a pub
into question on proc
that any appeal must
the public hearing.

Times 4/21/88

Leave zoning alone

The Beverly Board of Aldermen and Pla ning Board are considering two changes t the zoning that affects congregate housing the elderly.

One proposal comes from Mayor F. John Monahan. He wants to eliminate the zoning that allows a congregate housing complex on a minimum of 20 acres of land.

The second proposal comes from aldermen who want to limit complexes to five units per acre over no less than 20 acres of land. That means, for the 20-acre minimum, a total of 100 apartments or condominiums of congregate housing would be allowed.

Aldermen seek to strike a compromise between the Monahan proposal of elimination and the current ordinance that requires a

---

Ipswich Chronicle 4.28.88

Hospital has 100th birthday

Beverly Hospital, which runs the Cable Emergency Center in Ipswich, is having a birthday party and everyone is invited.

In celebration of the 100th year since the hospital's founding, a birthday party has been planned for Saturday, May 14, from noon to 5 p.m. on the hospital grounds. The event is for the whole family.

There will be games with prizes, strolling entertainment and clowns, face paintings, a space walk, balloons and souvenirs.

Provided free of charge will be birthday cake, popcorn, cotton candy and sno-cones. Hamburgers, hot dogs and beverages will be available for a fee.

Special invitations to the party are being extended to anyone born at the hospital, in addition to retired employees and former friends of the hospital. A VIP reception area will be set up at the party for the guests.

Due to the large numbers of people expected to attend, the hospital requests notification from interested families. For those who contact the volunteer office at 922-3000, extension 2307 in advance, free game and refreshment tickets will be provided for each family member.

Parking will not be allowed on hospital property on the day of the party, except for patients and their visitors. People attending the party may park in the Beverly High School lot on Sohier Road and walk up to the hospital. An old fashioned trolley will also be available to shuttle people to and from the party.

---

* * *

Times 4/22/88

THANK YOU LETTERS

Police thanked

I would like to extend my very special thanks and heartfelt appreciation to the Hamilton Police Department, and the EMT's and ambulance personnel. Their fast response to my call for help was certainly a life saver. The residents of Hamilton are very fortunate to have such a capable and caring team of professionals staffing our ambulance service and emergency center.

Also, a very big "thanks" to the professional staff at Beverly Hospital, from the Outpatient/Emergency people, to the Intensive Care staff and all of the nurses and doctors. Their care and concern enabled me to recover.

I'll be forever grateful to all of those people who played a part in saving my life.

Lillian Higgins
12 Hatfield Road
South Hamilton

Ips. Chronicle 4.7.88

Health fair planned at Cable

The Cable Emergency Center of Beverly Hospital will host a free health fair for women on Wednesday, May 18, 9 a.m. to 1 p.m. at the Cable Emergency Center in Ipswich. The Health Fair will be held in the conference room of the center. All area residents are welcome to attend.

Women of all ages are invited to the health fair and encouraged to bring their friends. Children are also welcome to attend with an adult. Participants may take part in the screenings, or just view the informational booths and displays. Materials on nutrition and menopause as well as other health issues will be made available.

Several agencies will be represented at the fair, they are: Bay Area Visiting Nurse Association, Harbor Home Care and CAB (Center for Addictive Behaviors). In addition, the following hospital departments will be represented: The Breast Health and Education Center, Women's Health Connection, Lifeline, Medicare Desk, TIPS (Timely Information and Programs for Seniors), North Shore Birth Center, pediatrics, maternity, respiratory therapy and physical therapy.

The goal of the health fair is to make women aware of beginning and maintaining good health habits.

Cable Emergency Center is located at 126 County Road in Ipswich at the intersection of Routes 1A and 133. For further information about this event, contact the community relations department at Beverly Hospital by calling 922-3000, extension 2480.

Boxford Chronicle 4/22/88

CABLE '88 – A HEALTH FAIR FOR WOMEN

The Cable Emergency Center of Beverly Hospital will host a free Health Fair for Women on Wednesday, May 18th, from 9 a.m. to 1 p.m. at the Cable Emergency Center, County Road in Ipswich. The Health Fair will be held in the Conference Room of the Center. All area residents are welcome to attend.

Women are all ages are invited to the Health Fair and encouraged to bring their friends. Children are also welcome to attend with adults. Participants may take part in the screenings, or just view the informational booths and displays. Materials on nutrition, PMS, Menopause as well as other health issues will be available.

Several agencies will be represented at the Fair. They are: Bay Area Visiting Nurse Association, Harbor Home Care and CAB (Center for Additive Behaviors). In addition, hospital departments represented are: The Breast Health and Education Center, Women's Health Connection, Lifeline, Medicare Desk, TIPS (Timely Information and Programs for Seniors), North Shore Birth Center, Pediatrics, Maternity, Respiratory Therapy and Physical Therapy.

The goal of the Health Fair is to make women aware of beginning and maintaining good health habits.

Cable Emergency Center is located at 126 County Road in Ipswich at the intersection of Routes 1A and 133. For further information about this event, please contact the Community Relations Department at Beverly Hosptial by calling 922-3000, extension 2480.

BEV

LifeLine service praised

By JOHN NOVACK
News Staff

BEVERLY — The city's commission which oversees local emergency ambulance service gave high marks last week to LifeLine Ambulance Co., recommending the city extend the company's contract with the city another year.

The city's Emergency Medical Services Commission voted unanimously to ask the Board of Aldermen to approve a contract which is nearly $10,000 more than the pact for fiscal year 1988, which will end June 30.

LifeLine, which offers ALS (advanced life support) on its ambulances, won its first emergency services contract with the city last summer. The ambulance issue sparked heated debate at City Hall, as aldermen and public safety officials debated the worth of ALS, which was not offered by O'Brien A

The city ende
relationship with O
when it awarded a
contract to LifeLine
business. O'Brien
BLS (basic life suppo

According to Beve
Joseph W. Walsh Jr
sion voted to request

scheduled to return to Salem on

THE SALEM, MASS., EVENING NEWS

Boyle now a die

4/26/88

By BILL KIPOURAS
Sports Editor

Dr. John J. Boyle of Beverly is a well-known orthopedic surgeon and marathoner who lives and

Boyle accompanied the team to Montreal for the first two games of this series, and probably won't get another Bruins' assignment until the next

---

In 40 years of nursing, she's seen

Times 4/25/88

STRICTLY FOR SENIORS

By Hazel Davenport

Clara Rocca, R.N., staff nurse, will retire May 7, after 23 years in the nursery at Beverly Hospital. This year is also her 40th year as a nurse.

She has seen many changes in the "baby business." She says, "I have seen the birth rate go up and down. When I started in the late '40s, after the war, the birth rate was way, way up. When I came here in the late '60s, it was way down.

"It started back up again and is really up now. We have more babies now then when I came here in 1965.

"There have been many changes. When I started, the mothers had much more medication during labor and they stayed at the hospital seven days. The nursery charge then was $1 a day compared to $100 a day now. Today they go home in forty-eight hours, because of the insurance.

"And that brings up another thing, we have to tell them so much in those two days they can't absorb it all. So what we get is a lot more telephone calls asking questions, and we encourage it. They can't remember all that was told them, information from the maternity floor, from the nursery, plus the care of a new baby.

"However, today they are better prepared for the birth. And the delivery room environment has changed, from the sterile environment to the bedroom atmosphere we have today. It used to be such a closed area.

"In the past, the father never handled his baby, only saw it through a glass window. Today, he holds the baby as soon as it is born."

Clara, a very popular nurse on the maternity floor, started at Mercy Hospital in Pittsburgh. She worked three years in the Salem Hospital nursery and 23 years here. She took eight years out to raise her own three girls.

She agreed there are a lot of challenges in the care of newborn infants and a lot of rewards. "I get a lot of satisfaction when a mother thanks me for helping her with breast feeding and for caring for her baby.

"Beverly Hospital maternity and nursery have a wonderful atmosphere, wonderful to work in. I've worked with a lot of nice people over the years. Most of our nurses stay over 25 years."

The Beverly nurse has three grandchildren now, which she hopes to spend more time with, and she and her husband, Raymond, who is retired, plan to travel.

Co-workers will hold a retirement tea for Mrs. Rocca on April 29 in the hospital Lecture Hall.

Employee of the Month . . .

A quote from the Beverly Hospital Newsletter . . . "Congratulations to O[illegible] of Central Distribution, who has been
the Month for April.

Most of us know Olga,
Beverly Hospital for over 2
and willing attitude stand
know, however, that Olga h
hours to the hospital. This
full-time with very little ti
herself for five weeks over
and then volunteered to w
though she was scheduled
This kind of commitment t
in serving Beverly Hospita
choice for Employee of th

BEVERLY HOSPITAL is offering a cholesterol and blood screening on May 4 from 2 to 7 p.m. at the hospital. There is a $3 charge, and the hospital is asking that people make appointments.

The Women's Health Connection is a telephone and information and resource line for women's health issues only. It is available Monday through Friday, from 9 a.m. to 4:30 p.m., 927-9103.

Like AtlantiCare, Beverly Hospital offers another telephone referral service, Tel-Med, seven days a week, from noon to 6 p.m., with numbers in both Beverly (927-2653) and Ipswich (356-7036).

Two new support groups — an arthritis group and the Stroke Club — have been added to the regular list of groups for Alzheimer's Disease victims and cardiac and pulmonary patients. There is a Loss Support Group for parents who have suffered miscarriages and stillbirths.

The hospital also has a center for sports injuries, open Monday through Thursday, from 4 to 7 p.m. in the rehabilitation services department. An appointment is not required.

May is the month for a national program, "Walk with your Doc," which promotes walking for health and fitness. The two-mile walk will be held Saturday, May 14, and registration will be at 11 a.m. at the hospital with the walk starting at 11:30. Following the walk will be a family day party celebrating the hospital's 100th year.

Item "Health & Fitness" 4/24/88

Tufts health plan seeking affiliation with 11 hospitals

By Richard A. Knox
Globe Staff

The Tufts-Associated Health Plan, which boasts the third-largest enrollment of Massachusetts health maintenance organizations, is seeking to affiliate with an additional 11 hospitals.

Founded in 1981, the HMO currently has relationships with 20 hospitals and 2,000 doctors to serve its 110,000 eastern Massachusetts subscribers.

The HMO and a nonprofit hospital group called Health Front announced yesterday that they have signed a letter of intent to combine forces. If negotiations are successful – and if the HMO can persuade the doctors on the hospital staffs to join up – the deal could expand Tufts-Associated Health Plan's service area by 50 percent and its physician membership by one-third.

The 11 hospitals with which the plan is negotiating contain about 1,000 doctors who would be eligible to sign on as Tufts-Associated Plan providers.

The hospitals are located in a wide ring around Boston, from Beverly, Lawrence and Lowell on the north to Marlborough, Fitchburg and Worcester on the west and Weymouth, Fall River, New Bedford and Hyannis on the south.

Health Front, an affiliate of a national group called Voluntary Hospitals of America, cannot deliver either doctors or patients into the arms of the Tufts-Associated Health Plan.

But Dr. Harris A. Berman, the HMO's chief executive officer, said he hopes the proposed arrangement will help get the plan's foot in the door. The plan has sometimes been rebuffed when it has tried to gain access to individual hospital's medical staffs.

"Going to hospitals individually is a long and painful process of education and winning support," Berman said in an interview. "Maybe we can do this wholesale now."

Under the Tufts-Associated Plan model, doctors are organized into geographically decentralized units of 60 to 125 physicians. By and large, the remuneration of the doctors depends on their individual unit's success in controlling unnecessary utilization of services.

As Berman puts it, "Their success or failure does not depend on doctors 50 miles away," an allusion to competing plans that are centralized.

Like other independent practice associations or IPAs, the Tufts-Associated Plan holds back a portion (in its case 25 percent) of each doctor's fees as a hedge against uncontrolled overuse of services. Up to now, some of the local doctors' units have received all or some of their withheld fees, some have not and a couple earned a surplus, Berman said.

Health Front was started in 1983 to help hospitals "get into new business opportunities," said its president, Kelly W. Breazeale. For a $60,000 annual membership fee, its hospitals are guaranteed exclusive rights to any such opportunities in its service area; competing institutions are not allowed in.

So far Health Front has put together a home care organization, signed a recent contract for joint purchasing of office supplies and is about to incorporate a joint debt-collection agency.

THANK YOU LETTERS

Friends are thanked

On behalf of the family of Elizabeth B. York, I would like to take this opportunity to express our sincere appreciation for the many acts of kindness over the past years. The support and thoughtfulness of our many friends and neighbors certainly made our difficult times easier to bear.

We also would like to especially acknowledge the staff of Beverly Hospital for the outstanding professional care and services during Elizabeth's extended illness. The support and assistance of the Wenham, Topsfield and Hamilton Police Departments over the years, was certainly above and beyond the call of duty.

In closing, we would also like to thank Rev. Warren Johnson for his comfort to us all.

Ralph E. York
Wenham

Times 4/29/88

LETTERS

Cancellation was 'conspicuous'

Times 4/25/88

I thought that the cancellation of Tuesday evening's public hearing, between the Planning Board and the Board of Aldermen, was a very conspicuously conspicuous decision. The citizens came to voice their opinions, but were told that late in the afternoon an unidentified, mysterious citizen came to City Hall and noticed that the schedule was not in the right place. It seems to me that City Hall doesn't know if it's coming or going. I suggest that the aldermen, and the Planning Board, and the legal counsel get their act together and don't rely on resting on one's laurels.

1988 40 pages 25 cents

City high among state AIDS cases

By **ERIC BLOM**
Times staff 4/29/88

PEABODY – Few communities in Massachusetts have more AIDS cases than Peabody, according to a report released recently by the state Department of Public Health.

However, the number of residents diagnosed as having the disease appears normal for a city of 48,000, health officials said yesterday.

Six residents have been diagnosed as having AIDS since the state began compiling statistics in 1982, according to a March DPH report. The number of people who are infected – and therefore capa-

ble of spreading the fata
could be as much as
higher, officials said.

"In Peabody, they ma
mit they have a homose
lation, but they will a
have a drug problem,"
Lineweaver, an AIDS
with the DPH. "And dru
hand in hand with AID

"I think everyone thin
their town's problem or
racial group's problem
ethnic group's problem,"
"They think it is a minor
ty issue."

This belief is wrong,
Communities outside me
Boston are the fastest gr

AIDS,

But people underestimate now quickly the disease is spreading, he said. "That's one of the reasons we wanted to do the seminar,"
H

---

ed

s for at-home care and oth-
-related services.
highly concentrated AIDS
ions such as those of
eld (28), Cambridge (53)
ston (553) receive special
ncy services, Lineweaver

difficult to cite institutions
ght get categorized as spe-

4/29/88 Times Editorial

Health cost controls coming

Massachusetts health care providers probably ought to begin preparing themselves for a harsh new crackdown on rising costs in their industry.

The crackdown won't come for another five to eight years, but it will come, we think. And the impetus will be provided by the state's new universal-health-care initiative.

The new law, signed by Gov. Michael Dukakis last week, will force hundreds, perhaps thousands, of small businesses to begin offering health insurance coverage to their employees. And those businesses will become a potent force, in the marketplace and in the political arena, for cost containment.

The state's ability to pay is debatable. The Dukakis administration estimates the bill could cost $620 million as various elements of the bill are phased in over the next five years.

Of the total, $39 million would be in the current year, $79 million in the next fiscal year that begins July 1. And these estimates come at a time when officials say the state is staring at a $77 million budget deficit. Other state-funded programs could be threatened.

The cost of medical care has been rising a little less steeply in recent years, particularly since the advent of Uncle Sam's restrictive new system for reimbursing hospitals for Medicare services. But medical costs still have been rising at rates of 6 to 8 percent a

---

Times 4/29/88

WOMEN'S HEALTH FAIR: The Cable Emergenc
ly Hospital will host a free Health Fair for women or
18, from 9 a.m. to 1 p.m. at the Cable Emergency Cen
in Ipswich. The Health Fair will be held in the Confe
Center. All area residents are welcome to attend.

Women of all ages are invited to the Health Fair a
bring their friends. Children are also welcome to att
Participants may take part in the screenings,
informational booths and displays. Materials on
Menopause, as well as other health issues, will be

Several agencies will be represented at the Fair, th
Visiting Nurse Association, Harbor Home Care and
Addictive Behaviors). In addition, the following hos
will be presented: The Breast Health and Education
Health Connection, Lifeline, Medicare Desk, TIPS
tion and Programs for Seniors), North Shore Birth C
Maternity, Respiratory Therapy and Physical Thera

Cable Emergency Center is located at 126 County R
the intersection of Routes 1A and 133. For inform
event, call the Community Relations Department at
at 922-3000, ext. 2480.

Hospitals decry state regulations

By JOHN LAIDLER
News Staff

A study showing the quality of medical care can be hurt by tough state regulations just proves what Massachusetts hospital officials have been saying for years, local hospital administrators said Thursday.

"The more tight the state regulation, the more difficult it is . . . to deliver care at the level it's expected," said Brian E. Wallin, director of corporate communications at Salem Hospital.

But Wallin and other local hospital officials challenged the report's finding that patients are more likely to die in heavily regulated hospitals.

Wallin noted that Salem Hospital fared "very well" in a study conducted last year that compared the rate of patient mortality for Medicaire patients in different diagnosis categories. Beverly Hospital also was not shown to be "out of line" in its mortality rate in that study, spokesman Jack Good said.

Good noted that if Massachusetts as a whole has slightly higher hospital mortality rates, it may be because the state has more teaching hospitals, which attract patients requiring complicated treatments. He said community-based hospitals such as Beverly were in a different category.

According to the study released this week, conducted by two professors at Northwestern University, in states where hospital charges are most strictly regulated, mortality rates were 6 percent higher than would be predicted normally.

Hospitals in states with strict "determination of need" processes for reviewing capital expenditure plans, mortality rates were 4 percent higher than normal. Massachusetts would fall into both categories, according to hospital officials.

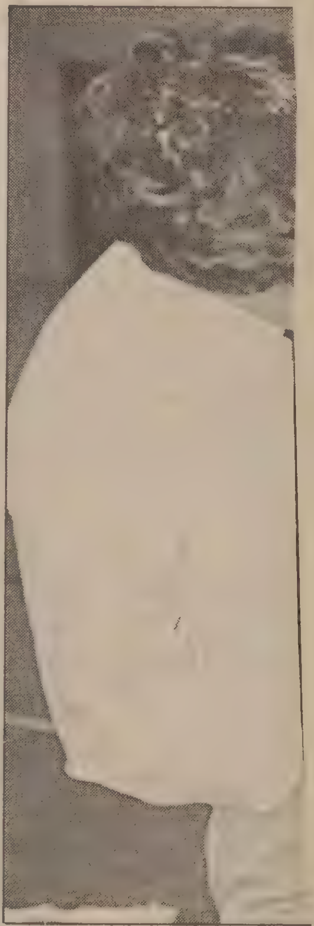
Richard A. Pozniak, spokesman for the Massachusetts Hospital Association, said the hospital industry in Massachusetts has been saying for many years "that we are a very highly regulated state."

They have also said that it would be "in the best interests of hospitals and the patients they treat to be less regulated so hospitals can keep pace with the new advances in technology."

"I think this study takes those arguments a step further and documents the impact (of strict) regulations on patient care."

Good said the tight nature of regulations, for instance, has limited the ability of hospitals to develop innovative nursing care options for elderly patients.

But Pozniak said that an inference should not be drawn that patients in general were not receiving quality care now in Massachusetts. He said regulations had limited the flexibility to buy equipment and make improvements when they deem appropriate. He said that affects, in some cases, the "cost effective" nature of the treatment given but that care itself continued to be good.



Measuring

Masconomet Regional Hi
how good their vision is, much body fat they have.

At its first Health Fair, held in the school gymnasium, local health professionals set up exhibits health, and the effects that different activities have on the body. Exhibits included a test for smo ciety, a vision screening test, blood pressure tests, and a test for measuring body fat by the Sport Hospital.

Above, center, Debbie Malmquist, 15, of Topsfield, is measured by Peter Harmeling of th Harmeling measures Caroline Carpenter, 18, of Topsfield.

Carrie Gregory, Masconomet's school nurse, said the purpose of the fair is to expose the sch and staff, to local health resources.

Associates, trains participants

Steep health care costs predicted

Times 4/25/88

By DONALD BRICHTA
Ottaway News Service

BOSTON – The state's share of the costs associated with the recently enacted universal health care bill are likely to require new taxes and a cut in funds for human services programs, legislators and others are warning.

"We're in serious trouble," said Rep. Barbara Hildt, D-Amesbury, House vice chairman of the Committee on Human Services and Elder Affairs.

The state's financial commitment under the health care bill, signed into law last week, has been the subject of much debate on Beacon Hill. The administration of Gov. Michael S. Dukakis said the bill could cost $620 million as the various elements of the bill are phased in over the next five years.

That new cost, which is $31 million in the current budget year and $79 million in the budget year that starts July 1, comes while state revenues are not increasing as much as previously projected and fears abound that the budget is out of balance.

It also comes while demand is increasing for programs that benefit the elderly, those with mental illness, children and the poor. People who run programs for those groups have been lobbying heavily for higher salaries, larger staffs and more money.

"It looks like there will be a tremendous fight to get adequate funding to meet human needs," Ms. Hildt said. "We probably will end up with a budget that is way out of whack and then be forced to raise revenue somewhere. But I doubt it will happen before November because it is politically unfeasible."

Rep. Patricia Fiero, D-Gloucester, was more blunt.

"We will raise taxes," she said. "I don't see any way around it. We will have to make a significant tax increase to meet the commitments we have made."

She said the Legislature has little interest in

taxes, par-

Hea

> “*We will raise taxes. I don't see any way around it. We will have to make a significant tax increase to meet the commitments we have made.*”
>
> **– State Rep. Patricia Fiero**

Series 'excellent'

We senior citizens owe a debt of gratitude to Lisa Kosan for her excellent series on the Congregate Elderly Housing projects. It was clear, objective and very helpful.

In this connection, there is an excellent article in the May issue of Consumer Research Reports on Long-Term Health Care for the elderly. It gives a listing and rating of all the long-term health care policies available. These policies are an option for the elderly, who might need long-term care in the future and who do not want to give up their homes or "spend down" to Medicaid level.

Ann deD. Dewart
Prides Crossing

Times 5/2/88

TIMES 5/2/88

Helpful Farms Group . . . .

The TIPS program at Beverly Hospital is ever expanding. Every month on the last Monday the Beverly Farms mailing group helps to distribute 24,000 'Living Right Along' newsletters.

This group includes Mary Callahan, Priscilla Garvey, May Brown, Angie Fiore, Carmel Zampell, Alice Dwyer and Rosamund Gilmartin.

Two new people in the TIPS office are Carole Karlsruher from Hamilton and Eleanor Dickinson from Blueberry Hill.

Award pins were presented recently to Beverly Hospital volunteers. Doris Laroe now has a 3500 hour pin and also recognized were Elizabeth Foster, Priscilla Garvey, Lisa Kraft, Donna Wilson, and Edith Tanner.

Free medical screenings offered

ONE OF the largest nationwide medical screenings will take place Wednesday, as more than 400 hospitals participate in "Countdown USA," a program offering free cholesterol and high blood pressure evaluations.

The Massachusetts sites include Beverly, Cape Cod, Concord, Fall River, Fitchburg, Lowell, Medford, Melrose and Worcester.

Numerous other sites have been established throughout New England. For information on specific screening sites, call 1-800-634-9541.

Boston Herald 5/4/88

LINK with North Shore

Individuals and businesses to be honored today

Times 5/2/88

DANVERS – A dozen individuals and organizations were to be honored today as recipients of the 1988 LINK Volunteer Awards given by the North Shore Association for Volunteerism.

The awards presentation was scheduled for 4 p.m. at King's Grant Inn, Danvers, followed by a reception.

Individuals to be honored were the Rev. George H. "Nick" Carter Jr., for his work with the Beverly Regional YMCA; Robert Coleman, for the Ambulatory Care Center at Salem Hospital; Elsa Forter, Cove Elelmentary School PTO in Beverly; Gary Gardner, a volunteer for Operation Bootstrap in Lynn; Jim Jellison, North Shore Association for Retarded Citizens; and Arlene Price, Spar and Spindle Girl Scout Council in North Andover.

Group awards were to go to the CONTACT Program at the Greater Lynn Community Mental Health Center, the Medicare Desk at Beverly Hospital and North Shore Beyond Ward Team of Marblehead. A volunteer training/ development award was voted for the Parent Aide Program at Catholic Family Services in Reading, while GTE Products Corp. of Danvers was to receive the business award.

An award to a North Shore Community College student was to go to Mary Ann Murray of the Greater Lynn Council for Children.

Each person or group recognized receives a certificate of recognition and a three-credit course tuition voucher from North Shore Community College.

IPSWICH

Schools may hire sports trainer

By MARGARET CONSALVI
Times staff

5/2/88

IPSWICH – For about the last four years a state law has required that all high schools have an athletic trainer on staff.

The state, however, has not enforced this law because there have not been enough trainers to go around. This coming year, however, the state will take a new look at who is and is not in compliance.

Ipswich as of now does not have a trainer but the School Committee is reviewing a proposal from Beverly Hospital's Sports Medicine Performance Center that would provide the services of a trainer on a consulting basis.

Thursday night Beverly Hospital Vice President Thomas Urban and Peter Harmeling, coordinator of the center in Beverly, presented committee members with the plan.

Urban said the goal would be to teach high school athletes how to prevent injuries and, if injured, how to treat them, including taping and icing them. He also said they will be shown the proper exercises for rehabilitating injured limbs and such.

He said a trainer would work out of the high school during set hours and would attend various games in the event that someone was hurt during that time.

Harmeling said, "We will work directly with the athletes and relieve the burden put on coaches."

Athletic Director Arthur Carey said often it is left to the coaches discretion whether someone's injury has healed enough to allow the athlete to perform.

"The ideal thing is to have a full-time trainer on staff," Carey said. "This is the next best thing."

Carey said currently the school hires an emergency medical technician to cover hockey games and a doctor to cover Saturday football games. He said he and the coaches take care of just about anything else, such as sending the althete to Cable Emergency Center or the Beverly center if the need arises.

"We have a pretty good system except on the field and we have no preventative stuff," Carey said. "Other than that we rely on the coaches judgement but we have a void and the state mandate to consider."

The School Committee did not act on the proposal Thursday but it is expected they will take the matter up at this Thursday's meeting.

Medical experts evaluate contraceptive alternatives

5/4/88

By MARY MacISAAC
For The Item

Talk is cheap ... even when pertaining to science.

"Researchers can predict anything — including a male birth control pill — but will it be approved by the (Federal Drug Administration)?" asks Sheila McMahon, a nurse practitioner at Healthquarters Inc. family planning center in Lynn.

"It's one thing for something like that to be on the market, it's another thing to have enough research to support its use," she says.

A prime example is a male birth control pill — Gossypol — developed in China. Though not yet approved by the FDA for use in the United States, the pill has been used in China for several years.

According to McMahon, the pill — used to produce reversible sterility — originally appeared to be working. Then it began causing cardiac problems, prompting researchers to begin studying a non-toxic, more defined, and safer product group.

McMahon remains skeptical of its use, but for other reasons.

"I'm probably biased in my opinion, but I find the problem is: 'Will a male take a pill every day faithfully when he's not the one to get pregnant?' Right now, we're dealing with a lot of unplanned teenage pregnancy. If we can't even get young men to use a condom, we're certainly not going to get them to take a pill every day. The real issue is use vs. effectiveness."

She also points out that — despite some recent publicity to the contrary — men and women won't ever share the same pill for birth control. Articles had predicted that, as The Pill targets ovulation, a man's pill would inhibit the production of sperm.

"The birth control pill, as we know it, will never be given to a man," she says emphatically.

Dr. Stephen Wolanske, chief of obstetrics at Beverly Hospital, agrees. He notes that, while women ovulate once a month, men's sperm is produced on a regular basis.

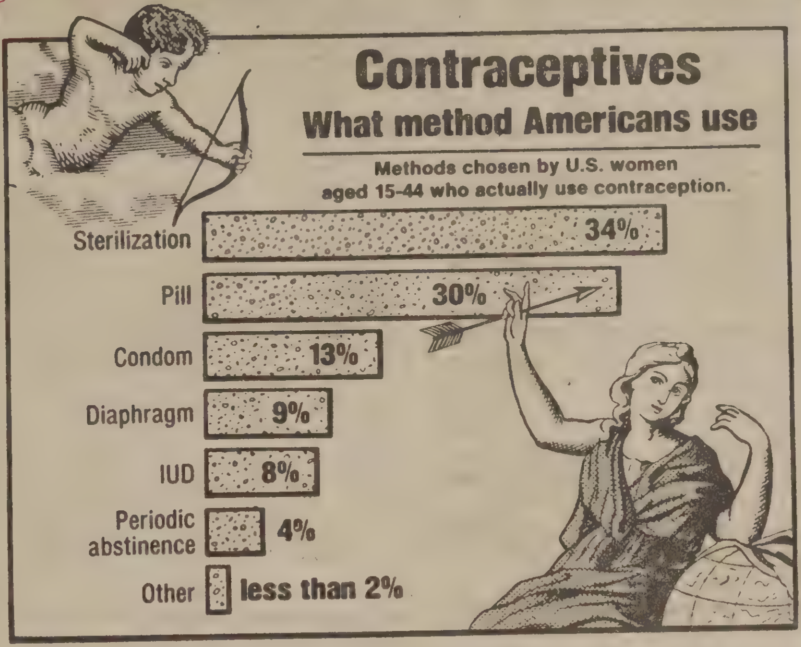
"They've been looking at hormonal regulation for men for as long as I can remember. But there's no pill for males they're even close to today."

Nonetheless, Claire Gordon, a nurse practitioner and executive director of Healthquarters' Beverly office, sees a bright future for contraception in the United States. She cites several forms of birth control headed for the U.S. market, including the Femshield, or female condom.

Now undergoing "acceptability trials" in London, it is expected to reach the British market this year. Meanwhile, an OK has already been given to a vaginal contraceptive known as C-film. The product - used successfully in England for over 10 years - covers the cervix, then foams, killing sperm.

In addition, a transdermal patch is being researched by the Sygnus Research Corp. and Family Health International. According to Gordon, the patch is put anywhere on the body like a band-aid, and its contraceptive element is absorbed through the skin. Replaced every seven days, it allows for lower hormonal levels in the body than oral contraceptives.

Finally, a method wherein women sporadically get a shot in the arm, allowing them the same protection as The Pill, is being developed in England. It has raised controversy over the possibility of life-threatening side effects.



Contraceptives

What method Americans use

Methods chosen by U.S. women aged 15-44 who actually use contraception.

AFFILIATION MULLED: Beverly Hospital is among the VHA HealthFront hospitals that are considering a proposed affiliation with Tufts Associated Health Plan. VHA HealthFront is composed of 20 teaching and community hospitals, seven of which are already associated with Tufts Health Plan, New England's third largest Health Maintenance Organization.

Times 5/5/88

Times 5/5/88

GOINGS ON

HEALTH FAIR: The Beverly Commons and the Bay Area Visiting Nurse Association will be sponsoring a Mini Health Fair on Tuesday, May 10, from 10 a.m.-1 p.m. It will be held at the Beverly Commons Recreation Room in Beverly, MA.

Participants will have a chance to get their blood pressure checked and diabetes testing done. Beverly Hospital will help by providing cholesterol screening and lung capacity testing. Participants will be able to learn more about the TIPS Program at Beverly Hospital (Timely Information on Programs and Services for Seniors) and Harbor Home Care Medical Supply.

This health fair is open to all residents of the Beverly Commons. All ages are invited to attend.

The Boxford Chronicle 5/6/88

BLOOD PRESSURE SCREENING

A blood pressure screening will be held at Cable Emergency Center on May 16th from 8 a.m. to 11 a.m. The Bay Area Visiting Nurse Association will conduct the screening in the reception area of the center.

Appointments are not necessary. All area residents are welcome and invited to attend this free screening.

Cable Emergency Center is located at 126 County Road in Ipswich at the

---

VOLUNTEER OPPORTUNITIES

Boxford Chronicle 5/6/88

The need for volunteers is always great in area hospitals, and Beverly Hospital is no exception. Openings in the volunteer staff include: individuals to make phone calls to clients needing blood pressure follow-up; persons to help coordinate the resources that are available to the elderly at home one day per week from four to six hours; runner service between Medical Records Office and the Emergency Room on Saturday mornings; "Jack of All Trades" in the laboratory any evening after 6 p.m.; family liaison to keep family members informed; pharmacy courier to deliver and pick up between nrusing units and the pharmacy on Tuesday and Friday from 9 to 1; Monday mornings in the gift shop and extra hands in the coffee shop during the week between 8:30 a.m. and 4:00 p.m.

If you are able to help, please call Beverly Hospital and join the volunteers.

New Boxford volunteers at Beverly Hospital are Jana Plaia and Jeanne Doherty. Both work in Pre-Admission Testing Department.

Ipswich Chronicle 5/5/88

Athletic trainer is proposed for schools

By Kelley Bouchard

The School Committee Thursday night heard a proposal that could help Ipswich finally comply with a five-year-old state law that requires every high school to have a licensed athletic trainer on staff.

According to the proposal, the Sports Medicine Performance Center at Beverly Hospital would provide Ipswich High School (IHS) with a licensed athletic trainer for 20 hours a week at a cost of $8,500 to the Ipswich school system.

Like many school systems around the state, Ipswich has failed to comply with the law because there are few state-licensed athletic trainers available to fill such positions, said Richard Neal, director of the Massachusetts Interscholastic Athletic Association.

However, the state has withheld from cracking down on a law that is virtually unenforceable at this time, Neal said. The law was adopted in January of 1983.

"The state is placing school systems in an awful position," Neal said. "There aren't enough licensed coaches in dealing with athletic injuries."

According to Athletic Director Arthur M. Carey, athletic events are currently attended by emergency medical technicians or the school system's physician.

"The ideal thing would be to have a full-time teacher as trainer, but obviously we're not going to have that," Carey said.

Carey said the trainer's decisions would supercede any coach's decisions.

"Currently we rely on the coaches' judgment in taking care of the students," Carey said. "With a trainer, the coaches can't send in a player if the trainer keeps him out of the game."

Neal said programs such as the one offered by the Sports Medicine Performance Center could be the answer to the problem.

"This program could very well be helpful in providing a partial resolution to a serious shortage," Neal said.

Ips. Chronicle 5/5/88

Blood pressure tests offered

A blood pressure screening will be held at Cable Emergency Center on May 16 from 8 a.m. to 11 a.m. The Bay Area Visiting Nurse Association will conduct the screening in the reception area of the center.

Appointments are not necessary. All area residents are welcome.

Cable Emergency Center is located on 126 County Road in Ipswich at the intersection of Routes 1A and 133.

BEVERLY

Times 5/5/88

Beverly Hospital Birthday Party

BEVERLY — Beverly Hospital is having a birthday party, and everyone is invited!

In celebration of the 100th year since the hospital's founding, a family birthday party has been planned for Saturday, May 14, from 12 noon to 5 p.m. on the hospital grounds.

The plans include fun and entertainment for the whole family. There will be games with prizes, strolling entertainment and clowns, face painting, a space walk, balloons and souvenirs.

Provided free of charge will be birthday cake, popcorn, cotton candy and sno-cones. Hamburgers, hot dogs and beverages will be available for a nominal fee.

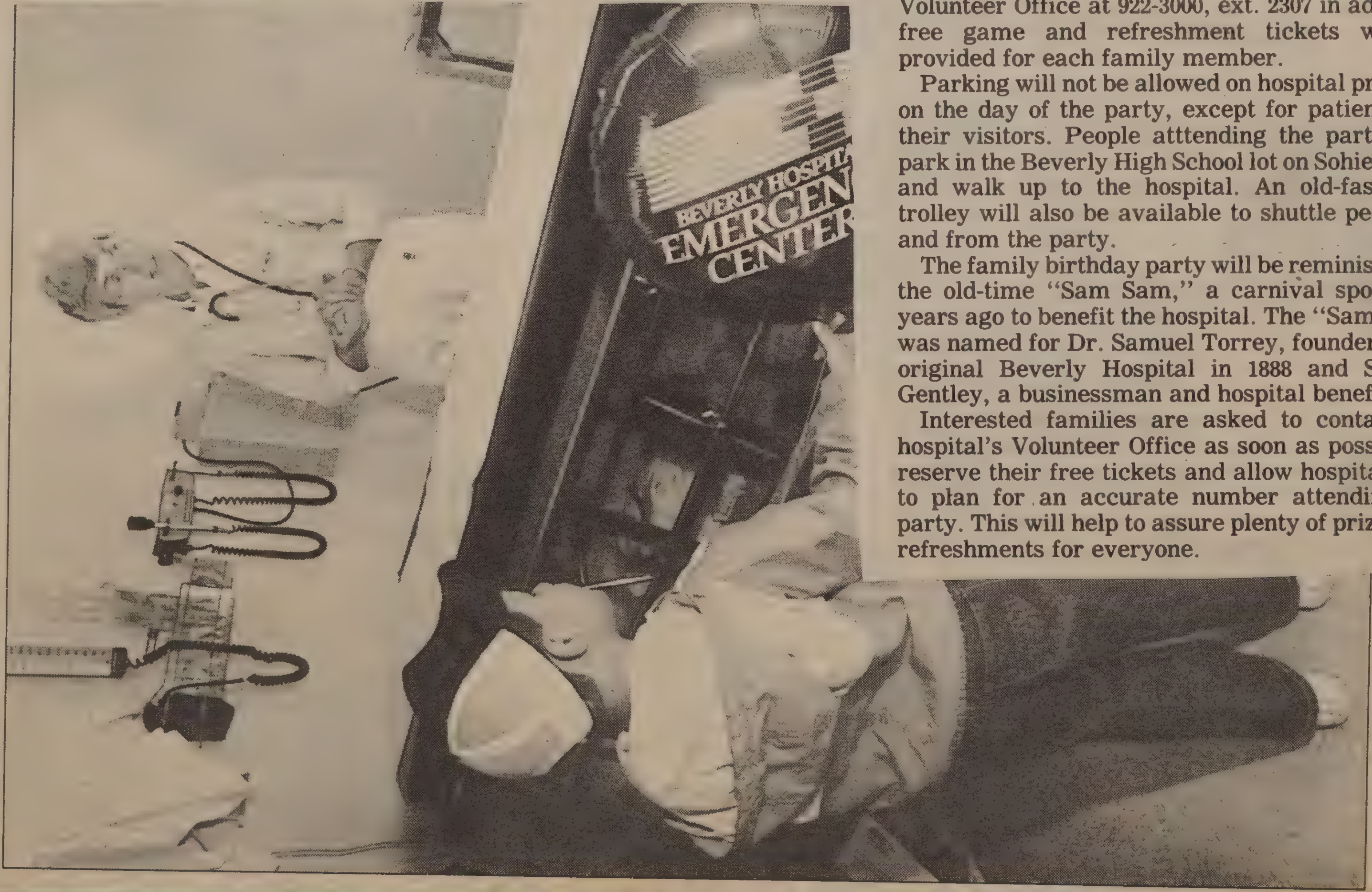
Special invitations to the party are being extended to anyone born at the hospital, in addition to retired employees and former friends of the hospital. A VIP reception area will be set up at the party for the guests.

Due to the large numbers of people expected to attend, the hospital requests notification form interested families. For those who contact the Volunteer Office at 922-3000, ext. 2307 in advance, free game and refreshment tickets will be provided for each family member.

Parking will not be allowed on hospital property on the day of the party, except for patients and their visitors. People atttending the party may park in the Beverly High School lot on Sohier Road and walk up to the hospital. An old-fashioned trolley will also be available to shuttle people to and from the party.

The family birthday party will be reminiscent of the old-time "Sam Sam," a carnival sponsored years ago to benefit the hospital. The "Sam Sam" was named for Dr. Samuel Torrey, founder of the original Beverly Hospital in 1888 and Samuel Gentley, a businessman and hospital benefactor.

Interested families are asked to contact the hospital's Volunteer Office as soon as possible to reserve their free tickets and allow hospital staff to plan for an accurate number attending the party. This will help to assure plenty of prizes and refreshments for everyone.



Emergency o

Registered nurse Marianne
Beverly Hospital emergenc
children aware of how a h

Gloucester Times May 9, 1988

Health fair tomorrow open to all residents

ESSEX – A mini-health fair will be held at the Scout House on Pickering Street tomorrow from 10 a.m. to 1 p.m.

Sponsored by the Essex Council on Aging, the Bay Area Visiting Nurse Association and Beverly Hospital the fair will be free and open to all Essex residents.

Those taking part may have their blood pressure checked, and have diabetes tests done. Beverly Hospital will provide cholesterol screening and lung capacity testing.

Participants will also be able to learn more about the Timely Information on Progra
for Seniors (TIPS)
verly Hospital, ar
Care Medical Sup

Lynn Item 5/11/88

* * *

Walk with doc

Beverly Hospital will provide a day of exercise and fun — "Walk With Your Doc," a nationally sponsored program to help promote walking for health and fitness — Saturday at 11:30 a.m.

Members of the local Diabetes Association will assist with registration and will be accepting donations. Following the two-mile walk, light refreshments will be served and a family birthday party carnival, from noon to 5 p.m., will be held in the hospital's main parking lot.

* * *

Mothers days

The Beverly Hospital Maternity Department is offering several programs and courses this spring:

Prepared childbirth classes that meet once a week for six weeks beginning in early May.

Refresher classes to be held on June 7 and 14, from 7 to 9 p.m.

A ces
class on
Breast
June 23
The i
June 9

Younger siblings classes will be held on May 26 or June 23 from 6:30 to 7:30 p.m.

Older siblings classes will be held May 17 from 6:30 to 7:30 p.m.

The monthly Mothers Club meetings will be 11:30 a.m. on the last Friday of each month.

On May 27 a discussion on "The Development of Hearing in Children" will be held.

* * *

Times 5/12/88

HOSPITAL FUN: A day full of exercise, fun and celebration will be provided at the Beverly Hospital on Saturday, May 14.

To help promote walking for health and fitness, the hospital will take part in the nationally sponsored "Walk With Your Doc" program. Registration for the event will begin at 11 a.m. in the Beverly High School parking lot.

Members of the hospital medical staff and clinical services will lead the walk, beginning at 11:30 a.m., on a two-mile course. Leaving from the high school, the walk will proceed down Sohier Road to Colon Street, onto Brimbal Avenue, up Thompson Road and Herrick Street, ending in the hospital's main parking lots.

The hospital parking area will be transformed into a carnival atmosphere for the Family Birthday Party from 12 noon-5 p.m., celebrating the 100th year since the hospital's founding.

The
tainme
and bi
items
aftern
Park
ed to s
party.
School
able to
Thos
Volunt
ets wil

Gloucester Times 5/11/88

Beverly Hospital celebrates

Beverly Hospital will celebrate its 100th birthday with a family birthday party on Saturday, May 14, from noon to 5 p.m. on the hospital grounds.

Plans include entertainment for the whole family with prizes, strolling entertainment and clowns, face painting, a space walk, balloons and souvenirs.

Birthday cake, popcorn, cotton candy and snowcones will be provided free of charge, and hamburgers, hot dogs and beverages will be available at a nominal fee.

Special invitations to the party are extended to anyone born at the facility, retired employees and friends of the hospital. A VIP reception area will be set up for these guests.

Due to the large numbers of people expected to attend, the hospital is asking that interested families cpontact the Volunteer Office at 922-3000, extension 2307 in advance, so that free game and refreshment tickets may be provided for each family member.

Parking will not be allowed on hospital grounds the day of the party, except for patients and their visitors. People attending the party may park in the Beverly High School parking lot on Sohier Road and walk to the hospital grounds, or take an old-fashioned trolley shuttle to and from the parking lot to the party.

The family birthday party will be reminiscent of the old-time "Sam Sam" – a carnival sponsored years ago to benefit the hospital, named after Dr. Samuel Torrey, founder of the original Beverly Hospital in 1888 and Samuel Gentley, a hospital benefactor.

Everyone planning to attend is asked to contact the hospital to allow the staff to plan for plenty of prizes and refreshments for everyone.

Thursday, May 12, 1988

ESSEX

Sally O'Maley photo

alth

Sponsored by BAVNA

rt in yesterday's mini-health fair held at the Scout House on Pickering Street. The free health d sugar, blood pressure and breathing screenings. Lawrence Shanks got a cholesterol test done charge of the blood bank at Beverly Hospital.

MMS News April/May 1988

Walk with Your Doc!

On May 14, thousands of Americans will join their doctors for a walk the entire nation will be watching — "Walk with Your Doc." It is hoped this fund-raiser for the American Diabetes Association will demonstrate the health benefits of walking, promote greater understanding between physicians and patients, and foster stronger attachments between hospitals and the communities they serve.

Walking events will take place in about 300 communities throughout the country, and each walk will be conducted by a local sponsoring hospital. Participating Massachusetts hospitals include Beverly Hospital (also celebrating its 100th anniversary with a family birthday party on hospital grounds), and Mercy Hospital in Springfield. Mercy's "Walk with Your Doc" event will be part of "The Balloons, Breakfast, and Bright Nights" celebration of the 352nd anniversary of Springfield's founding.

The American Medical Association, one of four national sponsors of "Walk with Your Doc," encourages all physicians to participate in the event. Other national sponsors include The Rockport Company, Wyeth-Ayerst Laboratories, and the Nutrasweet Company, which will help promote the event to the general public.

The American Diabetes Association is the nation's leading voluntary health organization concerned with diabetes and its complications. More than 11 million people in the United States suffer from this disease, including 1 million people who are insulin-dependent. Contributions from "Walk with Your Doc" will help fund additional diabetes research and public information efforts.

So get on your walking shoes! Join with physicians around the nation in taking an active role in helping your patients understand healthy lifestyles, while raising funds for a worthy cause.

For more information on "Walk with Your Doc," contact the Community Relations Department at Beverly Hospital at (617) 922-3000, extension 2483, or Mercy Hospital, (413) 781-9100, extension 1704.

---

negarty expresse

dedicated group of health care professionals, continuously striving to develop innovative ways to meet the challenging health care needs of today in a caring and compassionate way." Hospitals have also extended the specialty theme to include patients, evidenced in a wide range of health care activities this week. On Mother's Day, Lowell General Hospital distributed flowers to all new mothers in the hospital's birthing center. Other events include an ice cream social for all employees and tours of the hospital for senior citizens, which will include a free blood pressure screening. The hospital will also hold its annual employees' recognition banquet and retired employees' luncheon during this week. The Worcester Hahnemann Hospital employees will be the hospital's guests at a special recognition luncheon in the cafeteria. Hunt Memorial Hospital (Danvers) employees will receive special thank you vouchers, good toward the purchase of a meal at the hospital's cafeteria. To help promote walking for health and fitness, Beverly Hospital will participate in the nationally sponsored "Walk With Your Doc" program on Saturday. Members of the hospital medical staff and clinical services will lead the two-mile walk. That afternoon the hospital invites the public to its Family Birthday Party

ESSEX

Hospital offers 100th birthday bash

Beverly Hospital will celebrate its 100th birthday with a family birthday party on Saturday, May 14, from noon to 5 p.m. on the hospital grounds.

Plans include entertainment for the whole

famil

clow

and

Bi

snow

ham

avai

Sp.

to anyone born at the facility, retired employees and friends of the hospital. A VIP reception area will be set up for these guests.

Due to the large numbers of people expected to attend, the hospital is asking that interested

parking lot on Sohier Road and walk to the hospital grounds, or take an old-fashioned trolley shuttle to and from the parking lot to the party.

The family birthday party will be reminiscent of the old-time "Sam Sam" – a carnival

---

Cricket Pr 5/13/88

Day Of Fun At Beverly Hospital

A day full of exercise, fun and celebration will be provided at the Beverly Hospital on Saturday, May 14.

The public is invited to join the hospital staff for two special events on that day.

To help promote walking for health and fitness, the hospital will take part in the nationally sponsored "Walk With Your Doc" program. Registration for the event will begin at 11 a.m. in the Beverly High School parking lot.

members of the hospital medical staff and clinical services will lead the walk, beginning at 11:30 a.m., on a two mile course. Leaving from the High School, the walk will proceed down Sohier Road to Colon Street, onto Brimbal Avenue, up Thompson Road and Herrick Street, ending in the hospital's main parking lots.

Assisting with registration for the event will be members of the local Diabetes Association. Donations will be accepted, and all proceeds will benefit the American Diabetes Association.

Following the walk, light refreshments will be provided and several items will be given away in a drawing. Items include "Walk With Your Doc" t-shirts, a certificate for a pair of Rockport walking shoes and several copies of an audio cassette program on fitness walking.

Also given away will be two books by Robert Sweetgall, a nationally known walking for fitness expert who completed a walking tour of all 50 states, covering 11,000 miles in 364 days from September, 1985-September, 1986.

National sponsors of the "Walk With Your Doc" event include Dr. Art Uleen and Feeling Fine Programs, Wyeth Ayerst Laboratories, The Rockport Company, NutraSweet Company and the American Medical Association.

For the rest of the day, the hospital parking area will be transformed into a carnival atmosphere for the Family Birthday Party. from 12 Noon-5 p.m., celebrating the 100th year since the hospital's founding.

The party will include games with prizes, entertainment, face painting, balloons, clowns, souvenirs and birthday cake. Hotdogs, hamburgers, snack items and beverages will be served throughout the afternoon.

Parking on hospital grounds will be strictly limited to staff, patients and visitors on the day of the party. Partygoers are asked to park at Beverly High School, where an old-fashioned trolley will be available to ride to and from the hospital.

During the afternoon, there will be a dedication for a time capsule to be enclosed in the new Johnson Building addition at the hospital. Also on display will be a history of the hospital and the contents of a "fun" time capsule, including articles from years past that have been collected and submitted by physicians and employees of the hospital.

May 14 promises to be a day of fun for the whole family.

For information on registering for "Walk With Your Doc," contact the Beverly Hospital Community Relations Department.

Families and individuals planning to attend the birthday celebration are asked to call the Volunteer Office. Free game and refreshment tickets will be sent to all family members who reply before the event.

Salem News 5/13/88

Hospital celebrates 100th birthday Saturday

BEVERLY — Saturday, Beverly Hospital is celebrating its 100th anniversary.

A family birthday party has been planned between noon and 5 p.m. on the hospital grounds. It was 1888 when the hospital was first established in a building on Central Street.

Plans include entertainment for the entire family with games with prizes, strolling entertainment and clowns, face painting, a space walk, balloons, and souvenirs.

Birthday cake, popcorn, cotton candy, and sno-cones will be provided free. Hamburgers, hot dogs, and beverages will be available for a fee.

Special invitations to the party are extended to anyone born at the hospital, retired employees, and friends of the hospital.

A VIP reception area will be set up at the party for the guests.

The hospital has requested notification from those interested in going. For those who contact the volunteer office at the hospital today, free game and refreshment tickets will be provided to each family member.

Parking will not be allowed on hospital property Saturday except for patients and visitors.

Those attending the party can park at the Beverly High School lot on Sohier Road. Those who wish may walk up to the hospital; for those who don't want to walk, an old-fashioned trolley also will be available to shuttle people to and from the parking lot.

Times 5/13/88

FOR EXPECTANT PARENTS: The Beverly Hospital Maternity Department is offering several programs and courses this spring for expectant and new parents.

Prepared childbirth classes meet once a week for six weeks, with new classes beginning in early May. This course is offered on weekday evenings, or on weekends, for the convenience of participants.

The prepared childbirth course should be started in the sixth or seventh month of pregnancy. New sessions begin every eight weeks.

Refresher classes are also offered for parents who have previously attended the prepared childbirth series. Refresher classes will be held on May 3 and 10 or June 7 and 14, from 7-9 p.m.

Individual sessions are available for preparation for Cesarean birth, breast feeding and infant care. These programs are held on weekday evenings.

The Cesarean birth preparation class will be offered on June 16 from 7:30-10 p.m. The breast feeding class is scheduled for May 19 or June 23, from 7:30-9:30 p.m. The infant care program will be held on May 12 or June 9, from 7-9:30 p.m.

Siblings classes are also offered to help prepare children for the birth of a new baby. Classes for younger siblings (under age six) will be held on May 26 or June 23, from 6:30-7:30 p.m. An older siblings class (over age six) will be held on May 17, also from 6:30-7:30 p.m.

For those who have already given birth, two programs are offered to provide information and support to new mothers.

The monthly Mothers Club meets from 11:30 a.m.-12:30 p.m. on the last Friday of each month. New mothers may bring their babies, share common questions and concerns with others and hear guest speakers.

On May 27, Beverly Bellevue, supervisor of the Hospital's Center for Communication Disorders, will discuss the development of hearing in children, factors that affect hearing and methods of dealing with hearing problems.

On June 24, Bellevue will, again, address the Mothers club, speaking about language development in children.

A postpartum support group is also offered. This program for first-time mothers and their infants meets twice a week for four weeks, beginning on May 9.

For further information or registration in any of the above programs, please contact the Beverly Hospital Maternity Department at 922-3000, ext. 2200.

Laurel Ridge beats filing deadline

5/13/88

re filed

ely, the "approval not re-
d plan" will have frozen the
ent congregate zoning use and
the developers to reapply for
w special permit under the old
regate zoning law.

f the court overturns the city's
oval but the city decides to
ige the congregate housing
ilations by decreasing density,
developers, because of the pre-
nary subdivision plan submit-
yesterday, will be able to apply
a new special permit under the
rent congregate zoning, includ-
the lack of specified density.

LIVING

Organ donors: Death c

By THOMAS CONTENT
Times staff

5/13/88

Families of dying hospital patients are often startled and angered at local hospital officials when the officials request they donate organs of a loved one who is about to die.

But hospital officials say they are mandated by recent federal and state laws to ask these disquieting questions, the responses to which result in lives being saved.

The laws were enacted to save life – by increasing the number of organ donors and preventing thousands of people from dying each year for lack of available organs.

But families of dying patients are often unaware of the existence of the laws implemented in July, hospital officials said.

"The're not psychologically prepared to be approached. At that point they're not fully dealing with the fact he (the patient) is not likely to live," said William Donaldson, vice president for business administration at Beverly Hospital.

It is the timing of the approach that is at once vital and uncomfortable, since the person who is donating an organ must be near death but not dead for the organ to be useful to another person.

The queries are often met "with an absolute no and some significant anger" on the part of families of the dying, said Donaldson, who is in charge of implementing the required request laws at the hospital. "It's a very uncomfortable thing for us to have to do."

Donaldson said the state and federal governments passed the laws with the worthy intent of increasing the number of donations of kidneys, hearts, lungs, pancrea, corneas and skin tissue.

But in passing the laws, authorities did not appropriate any money for educating the public about the fact families will be approached by officials seeking the organs of their dying loved one.

Public education, through public service announcements on television, for example, would make what families perceive as an insensitive encounter "less shocking," said Donaldson.

Overall, the number of organ donations is increasing thanks to public awareness about the need to donate, and as better technology helps doctors recover more organs.

But the need is still critical, said Terry Fedrow of the New England Organ Bank in Boston. In the five New England states served by the organ bank, 700 people are waiting for kidney transplants, 15 are waiting for hearts and 15 for livers, she said.

Nationwide almost 20,000 people die each year because they needed organs that were unavailable, said Fedrow.

A total of 17 percent of Americans who could be potential organ donors actually carry organ donor cards, she said.

Donor cards are available from the organ bank or by calling 1-800-ACT-GIVE. Those interested in donating can also sign up at the state Registry of Motor Vehicles.

It is possible to specify which organs a donor would like to have transplanted, to allow any organ be donated or donate one's body for medical research.

Donaldson said the Beverly office of the registry is to be commended for actively promoting the organ donor program. When he has visited the local registry office, he said, he has not only seen brochures about the program but heard registry officials promote the program.

More than 20 years after the first kidney transplant was performed, there are today 25 donatable organs and tissues, said Erica Saperstein of the University Hospital in Boston.

The most common transplants are of the eyes and skin. Corneas and lenses help to prevent blindness among people with eye diseases. People with imperfect eyes can also donate them for research.

Less common and more difficult transplants include organs like the pancreas, lung, liver and heart. Rosann

THE TIMES
FRIDAY
MAY 13, 1988

Article labels Monahan a 'marionette mayor'

By JOHN MOONEY
Times staff

BEVERLY – The intensity and wealth of debate over development in this city has brought Mayor F. John Monahan the label of "marionette mayor" from a small New England realty magazine.

In the May/June issue of "S/F" magazine, a freelance reporter wrote the city under Monahan's leadership has become a "home of anti-development campaign rhetoric, strict zoning laws and, say many North Shore developers, the old flip-flop."

The three-page article – called "The Beverly Hillbillies... What happens when the inmates run the asylum" – offered little new news except to highlight Monahan's anti-development stands and changing positions on congregate elderly housing and the development of the USM Corp. land.

Monahan was an initial supporter of zoning for congregate elderly housing. But in the face of the large Laurel Ridge project in Prides Crossing, the mayor has now proposed the special zoning be taken off the books.

Monahan also initially negotiated with USM's owner for a couple of acres for a new police station. Now, he proposes taking 10 acres by eminent domain.

"What seems certain is that Beverly and its marionette mayor will conspire to give the eventual developer (of the USM land) a major headache," reporter John O. Harney wrote.

Efforts to contact Monahan were unsuccessful yesterday. The mayor, however, has often been critical of what he terms "pro-development interests" in the city.

Still, the city has undergone an unprecedented real estate growth in the last 10 years. Monahan also receives a large fraction of his campaign contributions and support from local developers and building contractors.

The director of the Greater Salem Board of Realtors said Beverly's politics are well-known. But David King said the community remains one of the North Shore's most attractive in which to buy a home or building.

"I'm running through some of the stats and the towns right now, and we certainly see lot of property still being sold in Beverly," King said in a separate interview. "In fact, it's own of our leading towns in terms of volume."

In the May/June issue of "S/F" magazine, a freelance reporter wrote the city under Monahan's leadership has become a "home of anti-development campaign rhetoric, strict zoning laws and, say many North Shore developers, the old flip-flop."

the beverly hillbillies

...What happens when the inmates run the asylum.

E.W.STUBBS ©1988

ILLUSTRATION BY ELIZABETH STUBBS

By John O. Harney

The United Shoe Machinery Co. (USM) property in Beverly covers more than 90 acres, including riverfront. On the land, sits more than one million square feet of manufacturing space. It is roughly 20 miles from Boston, a five-minute walk to commuter rail, and a five-minute drive to Route 128. Prime real estate?

Maybe. But after three years of off-and-on proposals from would-be buyers, the property is empty. Developers are wary of possible soil contamination around the giant machine shop. Yet the owner of the land, Farmington, CT-based Emhart Corp., has moved slowly on environmental clearances and not at all on rezoning. Dazzled by its expectations of a lucrative Greater Boston real estate market, Emhart has removed itself physically and mentally from the site. Tidelands on the site, regulated under Chapter 91, also come into play.

The greatest potential problem, however, is just now coming into focus. This is Beverly itself, home of anti-development campaign rhetoric, strict zoning laws and, say many North Shore developers, the old flip-flop. And while the USM deal has largely escaped city hall's development medicine, the real treatment may be yet to come.

Until early this year, the city's only real involvement was a vow to review development plans meticulously before entertaining the zoning change that would raise the parcel's 1986 industrially zoned value of $17 million to the more recent talking price of $35 million, based on the prospect of a mixed-use development on the site.

In January, Mayor F. John Monahan stepped more squarely into the fray, taking the occasion of his inaugural address to say the city wants 10 riverfront acres of the site, and will take the land by eminent domain, if necessary, in order to build a police and fire station, park and marina.

The former state legislator also said he'd ask the state Executive Office of Communities and Development and the Massachusetts Land Bank to help study options for redevelopment of the land, and possibly to help finance taking the 10 acres.

Monahan's quest for what is universally regarded as the most valuable piece of the property stems mostly from his philosophy regarding private development and public use. "For too many years, government

S/F Magazine

gave up the people's rights to the water and gave up a lot of the people's heritage to private interests. So ultimately, you had underutilized public waterfront properties," he says.

His interest in building a police station on a few acres of the site has been clear since Emhart, through the former USM division, first explored redevelopment in the spring of 1985. But with a fire station and public waterfront added to the city's wish list, the numbers have changed.

"He raised the issue of building a police station a long time ago. It seemed reasonable, but back then it was planned for two acres," says John Budd, senior vice president of Emhart Corp. "The next thing you know around election time, he wants 10 acres. I guess he's going to build a police academy."

In recent months, city officials have backed away from eminent domain and touted cooperation as the preferred way to get the land. But Budd says he's not negotiating. "If the mayor wants to pursue that, he has to do it legally and has to get up a lot of money." Indeed, land taking could become still a bigger issue for the future developers of the site. Though the last Emhart workers packed their lunch pails late last year, the North Shore Regional Vocational School has eight-and-a-half years left on its lease of 190,000 square feet of building space and a large piece of land on the site. Pat Carlson, superintendent of the 16-community school district, which is not under Beverly's jurisdiction, say pursuing eminent domain for the school property has been discussed informally.

■ DEVELOPMENT CLIMATE

When the city upped its land requirements from two acres to 10, it raised eyebrows at Emhart's corporate headquarters, but not in the North Shore development community. They say the flip-flop is nothing new in this city, and many point to the city's chief executive.

Monahan won re-election in 1987 on a platform of maintaining Beverly's residential character. Supporters say he has crafted an unwritten Boston-style linkage policy. But local developers and their attorneys say he is anti-development to the core and tends to support projects in their early stages, only to renege when neighbors holler.

"The general climate for development in Beverly is fair to poor, primarily because of lack of leadership," says Beverly lawyer John Glovsky. "We have a mayor who you have to regard as anti-development. He comes out for an improved business

continued on page 58

PHOTOGRAPH BY STUART GARFIELD

An Amazing Feat...

In the spring of 1985, Emhart Corp. had two separate sale items. One was the United Shoe Machinery Co. (USM) operation. The other was the 90-plus-acre USM property in Beverly. The operation is now owned by a British group. The land, nearly empty, is still on the selling block.

Emhart twice has come close to handing all or part of the property over for redevelopment. Through 1986, the company, represented by USM officials, sought developers for only a portion of the land, because it was unclear whether USM would stay on the site or go elsewhere.

Toward the end of the year, the field of potential developers was narrowed to John Allen of Manchester, who bid in the neighborhood of $25 million to build about 200 condominiums on the periphery of the site, as well as retail and office space.

Allen was willing to give the city of Beverly land it wanted for a new police station, then between two and four acres, but wavered on the city's request to set aside 10 percent to 20 percent of the units for affordable housing.

In the midst of Allen's final negotiations, Emhart sold its USM operations to British owners. The real estate was taken off the market. The USM officials handling the negotiations were gone. "Everything just went out the window," says David Keller, a project manager at Myerson-Allen & Co., where John Allen is a principal.

By May 1987, Emhart was sending out new requests for development proposals.

Within half a year, Emerson College announced it had reached a preliminary agreement.

All that was left was Beverly politics. Fall elections were approaching. Though educational institutions are exempt from local zoning laws, Emerson's interest became the campaign issue as the mayor's opponent, Jake Petronzio, decried the college's tax-exempt presence on the biggest industrial parcel in Beverly, a city where the commercial tax base already has hit its maximum.

By the time the elections were over, Emerson was all but out of the picture. College officials claim renovation of the huge site would have been too expensive. Petronzio thinks he may have scared them away. Many Beverly officials say Emerson was never sincere, but used the city in an effort to spur action from officials in Lawrence, where it also had its eye on land.

Mayor Monahan was re-elected, and today, city officials share his vision of residential, commercial and possibly light industrial use of the site. But the sluggish process has been slowed down further by intensified questions, and few answers, about the possible contamination on the site.

Says Keller of Myerson-Allen, "In today's regulatory environment, if they didn't use some prudent research to figure out what the potential environmental needs were on the site, it's conceivable they couldn't give the land away."

Emhart, aware it may be liable for any hazardous materials discovered on the site in the future, says it has begun testing, but the results aren't in. ■

continued from page 26

climate in some speeches, then does things exactly opposite."

Glovsky represents the developers of a proposed $35 million congregate elderly housing project slated for 39 acres off Route 127. The development team, led by the owners of Beverly Hospital, proposed the Laurel Ridge project under a zoning law passed last year that allows special permits for congregate elderly housing anywhere in the city. The mayor supported the plan.

This first test of the new law targets what was a one- and two-acre, single-family zoned area on Beverly's so-called Gold Coast — a traditional location for estates of Boston's turn-of-the-century wealthy. Lately, the mayor has had a change of heart on both the project and the zoning law.

Monahan concedes he supported the plan initially. "But the concerns raised by the neighbors showed that what was expressed to me by the developer was not quite accurate, in terms of there being one disgruntled neighbor and the rest supporting it," he says.

"I'm moving to eliminate the ordinance only because there seems to be tremendous interest by developers. And it's a vehicle to allow the breaking of the zoning by a special permit. With special permits, the people have less legal recourse in the courts," says Monahan.

In fact, the neighbors have appealed the special permit granted in February, allowing the developers to build 190 units on the site, 40 units shy of their original proposal. The neighbors claim one board member voted after his term had expired, (though when terms start and end is unclear in such cases), and that the project will create too much traffic on winding Route 127 and reduce their property values.

After withdrawing the proposal without prejudice from the Conservation Commission, Beverly Hospital's president took to the local newspaper to say he was "disappointed and confused" by the mayor's change of heart.

Jake Petronzio, Monahan's pro-development challenger in a sometimes-bitter 1987 election campaign, says the mayor sent similarly mixed signals to a developer who planned to build new hangars at Beverly Airport. "When the head of the city administration walked into a public meeting and saw 400 people opposing it, he did a complete about-face," says Petronzio.

Planning officials deny the project ever had support from the city, pointing out that the airport is in an area covered by a special, rigorous permit process to protect nearby Wenham Lake, the city's drinking water supply.

Charges of inconsistency aside, the Laurel Ridge debacle points to another fact of development life in Beverly: Some neighbors want to maintain the status quo and have the resources to enforce their viewpoint.

John Wilbur, who plugged for more industry in a 1983 race against Monahan, and now heads a city business association, says it took him more than 12 years as a church minister to build an earlier congregate elderly housing project in the city.

Why so long? Says Wilbur, "People like the 'Coolidges' and the 'Appletons' came out of the woodwork and entered into a court suit that cost the developer $50,000 to defend."

Wilbur says Laurel Ridge is the same story. "But it's even more ridiculous," he says, "because the thing is way up in the woods. You can't hear it. You can't see it. It's not going to affect anybody."

The neighbors disagree. Benjamin Eisenstadt, an attorney for the neighbors, told the Planning Board that out of seven offers on his carriage house, five were withdrawn and two were put on hold because of the project. Another neighbor

continued on page 60

COMMERCIAL REAL ESTATE FINANCING

FROM $300,000 - $10,000,000
AT COMPETITIVE RATES & TERMS

At UFSC we specialize
in making deals work.

Whether it's a sub-division, office
building, or a shopping center, UFSC
will work with you to insure that all
your financing needs are met.

For a quick response call UFSC at
(617) 527-8007
or visit our office at:
181 Wells Avenue, Newton, MA 02159

UFSC is the Commercial Real Estate Lending Subsidiary
of University Bank & Trust Company

UFSC
University
Financial
Services
Corporation

continued from page 58

complained that his real estate agent told him to lower the asking price of his home because of the project.

Wilbur says the appeal could slow down the project's completion by at least two years.

■ UNREASONABLE STANDARDS

Beverly officials deflect much of the criticism as developers' sour grapes toward strictly enforced zoning and subdivision laws.

But the city's laws are formidable. Last year, the mayor pushed for, and won, an ordinance barring use variances in residential neighborhoods. A proposal before the aldermen would relax the ban by allowing special permits to convert some estates and public buildings into multifamily condominiums or apartments. But Monahan has opposed the plan.

Another new law restricts lot coverage on certain parcels in the city's commercial zone to 30 percent, 60 percent if parking lots are included. The city solicitor, in a July letter to the Board of Aldermen, was unable to give his assurance that the latter wouldn't constitute a landtaking for which the city would have to compensate property owners. And now the law is being challenged.

"Basically, they're saying we can't build on 40 percent of the property. Forty percent of our property should be taken off the tax rolls," says King's Grant hotel president Stephen Jones, who has joined several other local businessmen in a suit to overturn the restrictions.

Jones says this policy and others in the city are inconsistent. "I'd rather have a guy tell me today, 'Hey look, you can't go through that wall because...' and stay with it three months from today. But how can it be 'Don't go through the wall today,' then six months later, another guy is going through the wall in similar circumstances?"

The city faces two other suits from developers, one seeking $5 million in damages. Andrew Abdo of Danvers claims the Planning Board tied up his land long enough to have a downward trend in the real estate market and tax law changes wipe out potential profits.

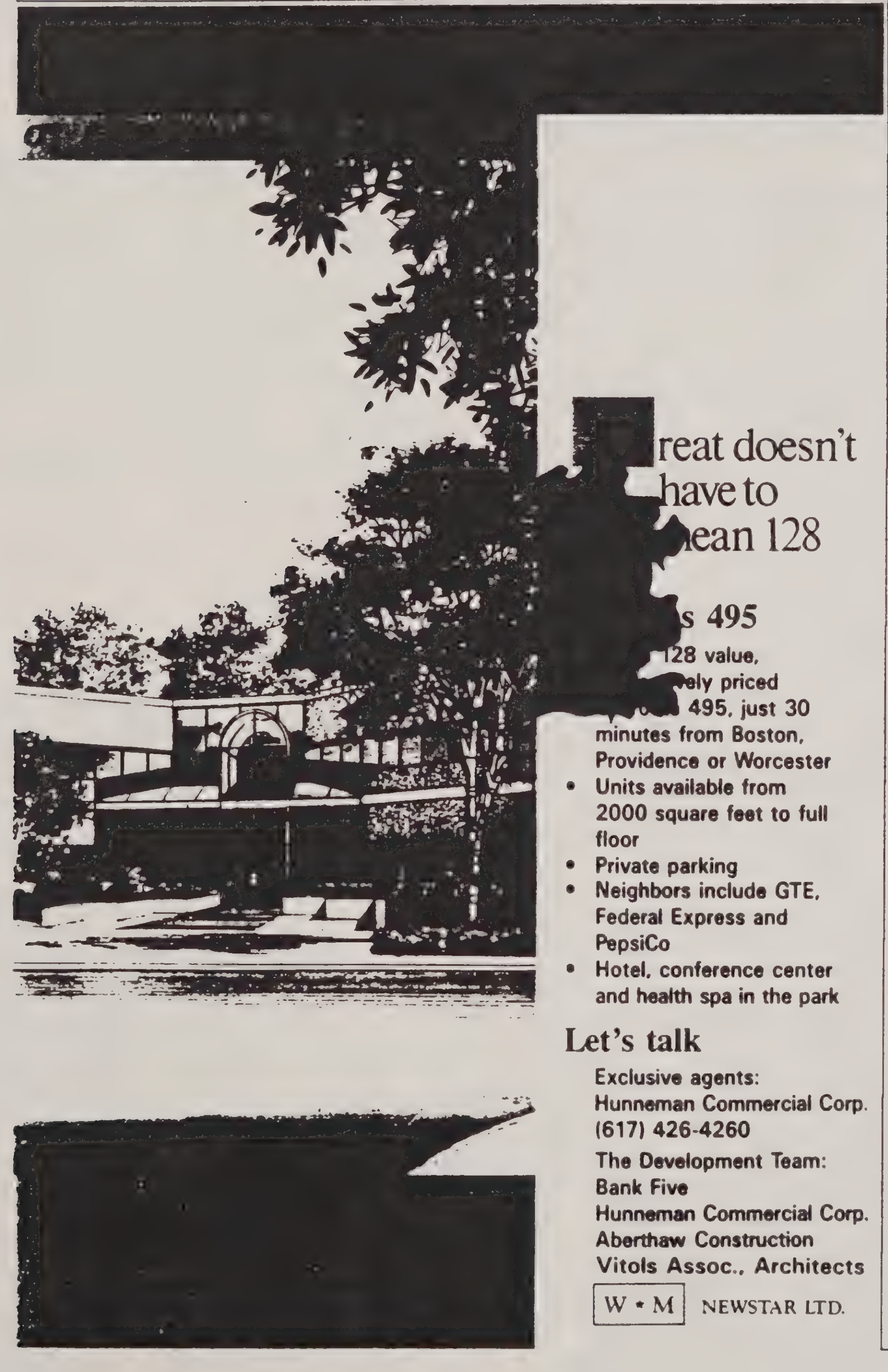
■ THE SHOE FITS?

The future developers of Beverly's best piece of real estate — the "Shoe," as generations of Beverly workers called the USM plant — will come face to face with the city's emotional anti-development contingency. Long before any talk of eminent domain, the city was in a strong bargaining position at the USM table. The land is industrially zoned, and rezoning requires a vote of two-thirds of the alderman. And because of the Chapter 91 tidelands, the developer will need the OK from state environmental officials, (and therefore input from the city), to begin work.

Expect the city to look for concessions. "When (the mayor) sees he can't stop development, he says, 'Well, we're going to get everything we can for the city if it's going to develop,'" says Peter Phillips, the former planning director in Beverly, now head of an aggressive industrial development effort in Gloucester.

When the dealing is over, just what kind of development the Shoe will become is anyone's guess. As Wilbur points out, "The school people don't want 2,500 condominiums in there; the downtown retailers don't want a mall, and while the building is historical in one sense, some people think it should be blown up."

What seems certain is that Beverly and its marionette mayor will conspire to give the eventual developer a major headache. "Beverly is where you start having trees along 128, instead of industrial parks. Right there in Beverly is where the fight is being fought," asserts Phillips. And judging from the size and historical importance to the community of the USM property, this could be the biggest fight of all.



reat doesn't
have to
ean 128

s 495

128 value,
ely priced
495, just 30
minutes from Boston,
Providence or Worcester

- Units available from 2000 square feet to full floor
- Private parking
- Neighbors include GTE, Federal Express and PepsiCo
- Hotel, conference center and health spa in the park

Let's talk

Exclusive agents:
Hunneman Commercial Corp.
(617) 426-4260

The Development Team:
Bank Five
Hunneman Commercial Corp.
Aberthaw Construction
Vitols Assoc., Architects

W • M NEWSTAR LTD.

Beverly Hospital's Maternity Department Offers Programs

BEVERLY — The Beverly Hospital Maternity Department is offering several programs and courses this Spring for expectant and new parents.

Prepared childbirth classes meet once a week for six weeks, with new classes beginning in June. This course is offered on weekday evenings or on weekends for the convenience of participants.

The prepared childbirth course should be started in the sixth or seventh month of pregnancy. New sessions begin every eight weeks.

Refresher classes are also offered, for parents who have previously attended the prepared childbirth series. Refresher classes will be held on June 7 and 14, from 7-9 p.m.

Individual sessions are available for preparation for cesarean birth, breast feeding, and infant care. These programs are held on weekday evenings.

The cesarean birth preparation class will be offered on June 16, from 7:30-10 p.m. The breast feeding class is scheduled for May 19 or June 23, from 7:30-9:30 p.m. The infant care program will be held June 9, from 7-9:30 p.m.

Siblings classes are also offered to help prepare children for the birth of a new baby. Classes for younger siblings (under age six) will be held on May 26 or June 23, from 6:30-7:30 p.m. An older siblings class (over age six) will be held on Tuesday, also from 6:30-7:30 p.m.

For those who have already given birth, two programs are offered to provide information and support to new mothers.

The monthly Mothers Club meets from 11:30 a.m.-12:30 p.m. on the last Friday of each month. New mothers may bring their babies, share common questions and concerns with others, and hear guest speakers.

On May 27, Beverly Bellevue, supervisor of the hospital's Center for Communication Disorders, will discuss the development of hearing in children, factors that affect hearing, and methods of dealing with hearing problems.

On June 24, Bellevue will again address the Mothers Club, speaking about language development in children.

For further information or registration in any of the above programs, contact the Beverly Hospital Maternity Department, 922-3000, ext. 2200.

Lynn Sunday Post 5/15/88

4/18

center urged

ago, I went to a meeting at City
w senior center. State and city
re with such promises it seemed it
built the next day. Do they really
d we are at the G.A.R. Hall? The
has such wonderful activities. But
ercrowding, activities have to be
ties, which makes it inconvenient
'mon seniors, let them hear from
again, for our new center.

Beverly

TIMES
NDAY
, 1988

TTERS

hortcomings cited

e forthcoming proposal by David Vagos, president of the Board of Aldermen, to amend the 1987
ges in Beverly's zoning laws, which allow,
r special permit, the construction of 'congre-
elderly housing in single-family, one-acre
, is a step in the right direction. However,
recognizing that dangerous flaws exist in the
nt legislation, the proposal would only limit
ensity of such projects to five units per acre,
h is but one less than specified in the Planning
d's special permit to Laurel Ridge. Further-
, there is no provision in the proposal to
de wetlands from the unit-per-acre count, nor
requiring the inclusion within these units of
tenance facilities and such planned commer-
enterprises as shops, hairdressers, banks and
kets.

ismuch as the bulk of Beverly's remaining 20
ore open space acres are located between Route
on the west, Hart Street on the east, Route 128 to the north and the Atlantic Ocean and Hale Street to the south, it is self-evident that this is the area which has been targeted by developers. It is also obvious to anyone familiar with this region that most, if not all, of these properties abut or are accessible primarily from Hale Street. It is, therefore, our view that any proposal which fails to address all the serious shortcomings in the present legislation would merely be putting the stamp of approval on the certain destruction of most of Beverly's remaining open space, with all the disastrous consequences to the quality of life and habitat of both wildlife and humans currently residing within this area.

The very least that could be deemed acceptable would be to:

1. limit the density of such developments to two units per acre;
2. exclude wetlands from the acreage count;
3. require the inclusion within these units of any and all commercial establishments.

Last, but not least, city officials should commission a survey of all of Beverly's open space, with a view to targeting some of these for purchase and preservation by the city for the benefit of all its citizens in terms of parks and recreation. No special interest group should have a lock on Beverly's history and heritage.

Emily Moody
Beverly

Health Fair

The Cable Emergency Center of Beverly Hospital will sponsor a free health fair for women tomorrow from 9 a.m. to 1 p.m. in the conference center of the emergency center, located on County Road in Ipswich.

Women of all ages are invited to attend the health fair. Participants may take part in the screenings or just view the many informational booths and displays.

Several agencies will be represented at the health fair including the Bay Area Visiting Nurse Association, Harbor Home Care and the Center for Addictive Behaviors (CAB).

Anyone wishing further information on the health fair may call the Community Relations Department at Beverly Hospital, 922-3000, extension 2480.

Gloucester Times.
May 17, 1988

HOSPITAL PASSES 100 — Beverly Hospital celebrated the 100th anniversary of its founding with a "family" birthday party Saturday on the hospital grounds. Michelle Ahlquist, 12, gets her face painted by Candy the Clown, who is really Lois Corrigan of Beverly. "Candy" wears a tag stating she was born at Beverly Hospital.

The Salem News/Kirk Williamson

Salem News 5/16/88

Times 5/11/88

GOINGS ON

BLOOD PRESSURE SCREENING: A blood pressure screening will be held at the Cable Emergency Center on May 16 from 8 to 11 a.m. The Bay Area Visiting Nurse Association will conduct the screening in the reception area of the center. Appointments are not necessary. All area residents are welcome and invited to attend this free screening.

HEALTH FAIR: The Cable Emergency Center of Beverly Hospital will host a free Health Fair for women on Wednesday, May 18, from 9 a.m. to 1 p.m., at the Cable Emergency Center, County Road in Ipswich. The Health Fair will be held in the Conference Room of the center. All area residents are welcome to attend.

Women of all ages are invited to the Health Fair and encouraged to bring their friends. Children are also welcome to attend with an adult. Participants may take part in the screenings, or just view the informational booths and displays. Materials on nutrition, PMS, menopause as well as other health issues will be made available.

Several agencies will be represented at the fair. They are: Bay area Visiting Nurse Association, Harbor Home Care and CAB (Center for Addictive Behaviors). In addition, the following hospital department which included: the Breast Health and Education Center, Women's Health Connection, Lifeline, Medicare Desk, TIPS (Timely Information and Programs for Seniors), North Shore Birth Center, Pediatrics, Maternity, Respiratory Therapy and Physical Therapy.

For information about this event, contact the Community Relations Department at Beverly Hospital by calling: 922-3000, ext. 2480.

Hospital's 100th was 'wonderful'

Times 5/11/88

We had a really wonderful time at the Beverly Hospital's 100th Birthday Party. I can't remember when we have enjoyed ourselves more at a fair. Everything was just wonderful. Happy Birthday Beverly Hospital.

Beverly

Cricket 5/20/88

Stop Smoking Clinic

Beverly Hospital will sponsor The Stop Smoking Clinic in two locations this June.

Free introductory sessions will be held at 4:30 p.m. and 7:30 p.m. on Monday, June 6 in the Beverly Hospital Lecture Hall. The introduction will also be offered at 7:30 p.m. on Wednesday, June 1 in the conference room of the Cable Professional Building in Ipswich.

Following a one hour overview of The Stop Smoking Clinic program, registration will be conducted for those who wish to enroll in the four week, eight session program.

Beverly Hospital sessions will meet on Thursdays and Mondays from June 9-30 with the final session on Tuesday, July 5. Ipswich sessions will be held Sundays and Wednesdays from June 5-29.

The Stop Smoking Clinic is taught by former smokers who have quit through this same program. Instructors use group and individual methods to help overcome the smoking habit.

The program also offers a "helpline" for constant support to participants and graduates.

For further information, contact the Beverly Hospital Community Relations Department at 922-3000, ext. 2480.

Cable to offer cholesterol tests

A cholesterol screening will be held at Cable Emergency Center on June 16 from 9 a.m. to 12 noon and June 17 from 1 to 4 p.m. The screening will be conducted from the laboratory at the center. There will be a $6 fee for this screening.

To arrange for an appointment, call 922-3000, extension 2480.

The Cable Emergency Center is located at the intersection of Routes 1A and 133.

All area residents are welcome to attend.

Ipswich Chronicle 5/15/88

BEVERLY

Congregate hearing on tonight

By JEFFRE
News Staff

BEVERL
ing on zoni
this time.

Unlike
April 19,
and Plan
a public
well cou
gregate
ordinanc

The A
canceled
persons
meeting
days in

As a
postpor

No d
one po
is that
ened
strictio
on der

Ald

restrictions against the re-
neighbor-
njamin T.
ber of RSVP,
brochures
at tonight's

hat the Board
eed to repair
law," Eisens-
not just Laurel
is is the rest of
want what is
neighborhood
ther neighbor-

isenstadt both
rmer Loeb Es-
by advertising
X. Mullen, as a
be turned into
ly housing and

ly go that way,"
nderscoring the
g density provi-
g.

Hearing on congregate

By LISA KOSAN
Times staff

BEVERLY – The Planning Board and Board of Aldermen are scheduled to meet tonight at 7 in City Hall to discuss what have come to be considered controversial changes to congregate zoning.

The original meeting was scheduled last month and attracted more than 70 people but had to be cancelled because of improper posting.

The Board of Aldermen's legal affairs and accounts committee submitted a proposal that would limit the size of congregate elderly housing complexes to five living units per acre, rather than eliminate the use altogether.

Mayor F. John Monahan has submitted a proposal that would eliminate special permits for congregate housing. The current zoning regulation, adopted by the city last July, allows the housing complexes on a minimum of 20 acres with no mention of density.

Special attention has focused on the proposals because of the 190-unit Laurel Ridge congregate complex on 39 acres off Hale Street.

Laurel Ridge was granted a special permit in February but an appeal filed in Superior Court by a neighborhood opposition group threatens to delay the project. The court could also overturn the special permit.

To protect itself from possible changes to the zoning law if the court overturns the special permit, developers Beverly Hospital, Brim & Associates and Med-

Mayor F. John
submitted a p
would elimina
permits for co
housing. The
regulation, ad
city last July,
housing comp
minimum of 2
mention of de

Quest Corporation

Planners limit size of congregate housing

By LISA KOSAN 5/17/88
Times staff

BEVERLY – While voting to preserve the city's zoning for congregate elderly housing, the Planning Board last night agreed that the law should be changed to limit the size of such complexes.

"I see nothing in the development of the project (the Laurel Ridge congregate housing complex) or the conduct of the public hearing tonight to lead me to believe that congregate elderly housing is not a viable alternative," said board member Richard Dinkin during a special meeting of the Planning Board.

The Planning Board meeting followed a series of public hearings with the Board of Aldermen where the future of congregate elderly housing zoning in the city was discussed.

The only congregate project on the books is Laurel Ridge, the 190-unit complex on 39 acres off Hale Street. The project is tied up in court pending neighbors' appeal of the city's approval.

Advertising executive James Mullen's Hale Street property on the site of the former Loeb estate has been cited as a potential congregate complex but Mullen said he has no such plans.

The Board of Aldermen's legal affairs and accounts committee submitted a proposal that would limit the size of congregate elderly housing complexes to five living units per acre, rather than eliminate the use altogether.

Mayor F. John Monahan submitted a proposal that

Congregate, page A12

RLY

ongrega

e list of standards, which
us what we can and cannot
ne said.

proposal by Residents Seek-
Voice in Planning, the group
opposed the Laurel Ridge
regate housing project on
Street earlier this year, to
the density to two units per
was blasted by Grimes.

rankly, I believe that propo-
be utterly absurd," he said.
aid the two-unit idea was the
e as abolishing" congregate
rly housing.

y developer would have
difficulty in making a pro-
economically feasible with
a provision, according to
nes.

Five is a reasonable number, a
y low number given economic
lities," Grimes said.

---

sing limited

ated and many spoke both in favor and
e proposals to get their point across.
ll is defective and needs fixing," Benjamin
, a Hale Street resident, said when those in
e mayor's proposal were asked to speak. "It
edium density clause."

dt, the lawyer who represents the neigh-
pposition group, also spoke out during the
of the proposal to limit density and said
pt (of congregate elderly housing) is prob-
l one. Don't abolish it. Keep it and amend it
't adversely affect the neighborhoods."

ort the mayor's proposal to abolish the
aid Ann Dewart of Hale Street, echoing her
concerns. "It (the zoning) circumvents the
ocess by which citizens can have input. We
ing to feel we've been sold down the river
cted officials to the developers."

lio Cucinelli of Clifton Avenue, who stated
75, disagreed.

s a definite need for congregate housing in
he said. "It's not for everybody, but the
ould not be denied for having provided for
ge," Cucinelli said, referring to opponents
Ridge who have criticized the high costs of
l maintaining a unit there.

nning Board's recommendations will be
to the Board of Aldermen. Passage of any
osals will require a two-thirds vote of the

---

only last year, placed no restric
tion on the number of units.

The proposal also would stip
ulate that land not utilized fo
housing or roads be dedicated a
open space.

The entire zoning provisio

---

od one."

it was "very impor-
ist in a single-family

ning led those favor-
l the five units figure

see said congregate
equation...To abolish
minate an option for
y."

housing in Beverly,"

o two units per acre
al areas.

THE TIMES
TUESDAY
MAY 17, 1988

Selectmen's affordable

By MARGARET CONSALVI
Times staff

IPSWICH – Selectmen thought a firm foundation had been set on how to address housing needs but last night, they felt the mortar crumble beneath them.

Selectmen have remained hopeful that a proposal turned down at the April 4 Town Meeting to turn 2.4 acres of land off High Street into housing for families whose total income is less than $20,000 a year, would be revived by voters at the June 20 special Town Meeting.

However, since the original proposal was turned down, Sarah S. O'Connor, chairman of the Housing Authority, said she did not want to flash the same proposal in front of voters and perhaps meet with the same response.

Instead, she said the authority is looking into buying the High Street land, which is adjacent to the high school, and trading it with the School Committee for land it owns off Mile Lane.

"We have problems with the site," O'Connor said. "We feel we'd like to explore other options because people at Town Meeting told us they did not want this. We are elected to do the will of the people, not to say the public be damned."

Selectmen maint
High Street propert
option and said the
to building on Mile
located on watershe
feeds Ipswich's wa
men feared the pote
tems could pose.

"If you are pro
(project) in the
area, then you ha
very strong oppo
James Engel.

Engel referred to
Housing Authority
lion grant to buil

The net cost of the $94 million

Ambulance contract could be renewed

5/18/88

By JOHN MOONEY
Times staff

BEVERLY – Life-Line Ambulance Service, the company chosen last year to replace the embattled O'Brien Ambulance, has made it through its first year here unscathed.

The Board of Aldermen have been asked to renew Life-Line's contract with the city for another year. The Peabody firm holds a three-year contract with Beverly, with an option to renew each year.

"We have gotten all we have asked for," said Mark Foster, chairman of the Emergency Medical Services Commission, which recommended the renewal. "We

> "
>
> ***We have gotten all we have asked for. We are in first-class shape.***
>
> "
>
> **Mark Foster,**

In a lengthy licensing process

LOSS to meet

The LOSS support group, for parents who have experienced miscarriage, stillbirth or death of a newborn child, will meet Tuesday from 7 to 9 p.m. at Beverly Hospital. There is no fee for the group, which meets monthly in the hospital's library conference room. For more information, call 922-3000, ext. 2710.

Back care

A four-part series on back care will be held on June 7,9,14 and 16 at Beverly Hospital. Sessions will meet from 6:30 to 7:30 p.m. in the hospital's physical therapy department. The series will cover anatomy of the spine and how injuries occur. There is a fee of $45. Pre-registration is required. For more information, call 922-3000, ext. 2670.

LYNN ITEM 5/18/88

Beverly Hospital Honors Employees

One hundred and thirty-five employees at the Beverly Hospital were honored during recognition and award ceremonies marking National Hospital Week, May 8-14.

Hospital administration has traditionally utilized the national recognition week, promoted by the American Hospital Association, to honor long service employees.

Michael Hurley of Peabody received an inscribed mantle clock to recognize his 35 years of employment in the histology department of the laboratory.

David Kinton of Beverly marked 30 years with the food service department with the award of an engraved gold watch.

Seven new members were inducted into the Beverly Hospital Quarter Century Club, honoring their 25 years of continuous employment. The new members are Beverly residents Diane Morgan, emergency department; Hope Silver, recovery room; and Margaret Wilson, maternity; Elaine

of Marbleh

(
o
S
pı

aw
Th
Ba
ical
ing;
Hicl
Lan
Row
Otl
Patri
floor;
Hamil
Topsfi
Sears
Fifte
awarde
Derino,
Natalie
Maureen
Spiridigli
Leeann
Also
Black, Jo
and Judit

Donna Gauthier, Lee Lower and Lana Phillips; Peabody residents Marie Michaud and Katherine Salvato; and Salem residents Diane Clark and Pauline Crawford.

Additional 15 year employees are Donald Goucher, Andover; Janice Finn, Gloucester; Irene Duvall, Groveland; Eleanor Valenti, Hamilton; Sally Tlumacki, Ipswich; Kathleen Bliss, Manchester; Elizabeth Donahue, Marblehead; Joanne Truslow, Prides Crossing; Jacqueline Leyendecker, Rowley; Dorothy Koschei, Saugus; and Joan Benvie, Wenham.

Ten year service awards were presented to 37 employees, and 45 received five year awards.

Also honored during National Hospital Week activities were 25 individuals who have been selected as Employees of the Month over the past two years. The recognition luncheon, held for the first time this year, was designed to bring

---

5/20/88

ESTER CRICKET

LOSS Support Group

The LOSS support group will meet on Tuesday, May 24 from 7-9 p.m. at the Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage, stillbirth or death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss.

There is no fee for the support group, which meets monthly in the hospital's library conference room.

For further information, contact the Social Service Department at 922-3000, ext. 2710.

Come to the Fair!

You are invited to a Free

Women's Health Fair

Wednesday, May 18th, 9am to 1pm

Booths & Displays

Nutrition, PMS, Menopause, Breast Health, Maternity, Pediatrics, Fitness, Physical Therapy, Medicare Counseling, Blood Pressure, Diabetes, and many other subjects

The New CABLE EMERGENCY CENTER

126 County Road □ Ipswich, MA 01938 □ 617-356-4366

NS Weeklies 5/5/88

MRI MAKES ITS MARK

Magnetic resonance imaging — the pricey yet superior diagnostic scanning technology — is winning approval from radiologists and state authorities alike. But how long will it last?

In these days of mushrooming technological advances, there's always something being hailed as better and faster. Rapid developments force buyers to continually tread the line between buying too early and too late. Yet once in a while, manufacturers unveil something that promises to be both adaptable and long-lasting — and when you talk hi-tech, that's like inventing the light bulb. And in the health-care industry these days, MRI — magnetic resonance imaging — is being touted as "the light of the future" as one manufacturer describes it.

Or is it just the light of the decade? Jim Staton, administrator of the West Suburban Imaging Center, says resignedly, "The general thinking is that the technologies run in 10-year cycles. The idea is to be as productive and useful with the equipment during that period as you can be." West Suburban is a consortium representing seven hospitals in the purchase and operation of MRI units.

While there is understandably a degree of anxiety associated with making an investment that runs between $1.2 and 1.5 million, there is no doubt that MRI is here to stay. West Suburban began operating its first unit in February, 1987, anticipating a caseload of 2,000 scans per year. By November of 1987 their unit — a Diasonic .35 tesla — had already been used for more than 2,500 scans. The consortium has received approval to purchase a second unit, and is now planning to file as early as September for a third one. In the meantime, Staton says, he is expanding the unit's period of operation to 24 hours.

By Ted Rand

Best and brightest: Val Runge, M.D., chief of New England Medical Center's MRI unit, calls the magnetic resonance imaging technology the "newest, brightest modality within radiology." Says Runge, "We don't see anything right now that will replace it at the same cost-per-scan level." Currently, MRI and CT are in approximately the same category financially, according to Runge, who says, "Considering the information gained, they're worth the $700-$800 per-scan price."

"We currently have a 5-week waiting list," he says, "and we're finding that patients who suffer employment-related injuries and want to get back to work are willing to come in in the middle of the night rather than wait." Many patients in the 20-35 year age group are also available during those hours, Staton says, because of nocturnal lifestyles.

Similar successes are the rule. Robert Fanning, CEO at Beverly Hospital, which is a member of the North Shore Magnetic Imaging Center consortium, says its unit, operational only since February 8, is already scanning 10 patients a day and has a 2- to 3-week waiting list.

POLICY FIRSTS

The acceptance of MRI is a phe-

Photos by RALPH MERCER

Just two years after applications began pouring in at DPH, there are over 40 MRIs authorized throughout the state.

nomenon of sorts, not just in terms of the technology but also in terms of policy. Less than 10 years ago, when Computed Tomography (CT) surfaced on the medical scene, you never would have seen a Determination of Need (DON) application emblazoned with the word "suburban." The concensus was that if you were operating outside the Boston area, your patients were in for a long bus ride.

"We've responded to that criticism," says Jim Divver, assistant commissioner for health-care systems at the Department of Public Health (DPH), which determines industry needs. "MRI is the first new technology we've administered geographically throughout the state." Half of the first batch of DON approvals for MRI, Divver says, were allocated to outlying HSAs. Currently, just two years after applications began pouring in at DPH, there are over 40 MRIs authorized throughout the state.

Another element leading to increased accessibility for smaller and suburban hospitals is "the consortium" (reported in "Frontlines" of *Mass. Health Care*'s March issue). Centrally-located fixed sites or mobile units under joint ownership can provide two or more hospitals with shared use of MRI technology. This type of participation provides low-risk involvement as well as utilization data of an expensive new resource. In the interim, administrators can wait patiently for market prices and technology to stabilize or at least point down a particular road.

For MRI, that road is likely to be a long and productive one; there are good reasons for believing that the product won't be subject to the same type or degree of obsolescence as CT, which has already gone through four distinct generations of development.

AN ADAPTABLE TOOL

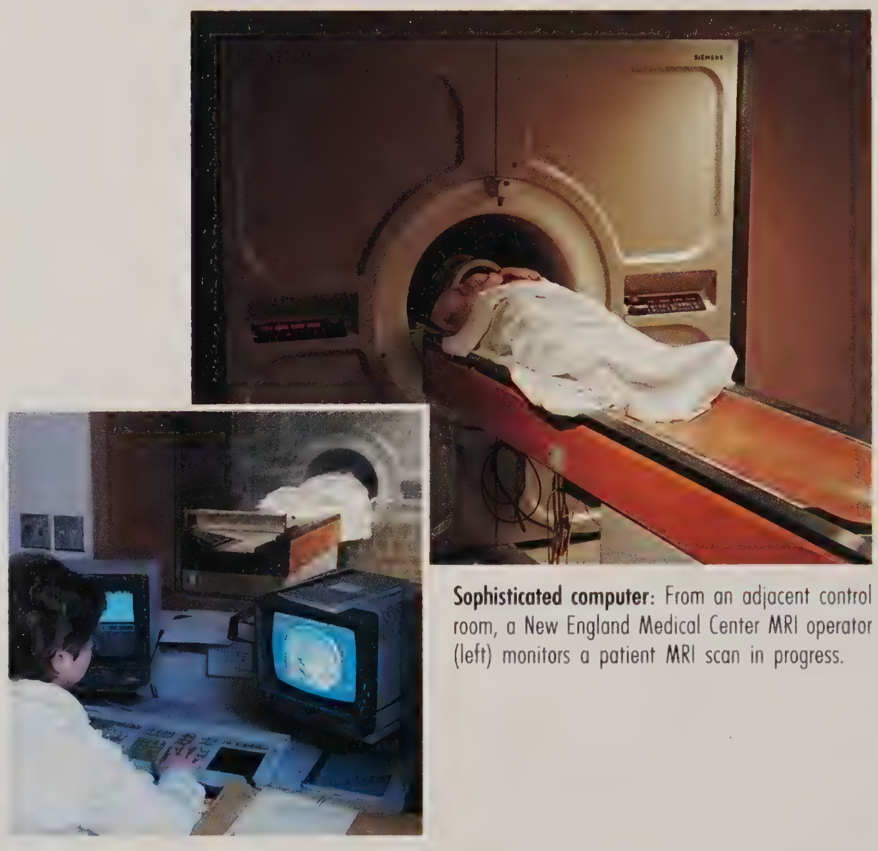
For one thing, MRI units can be inexpensively modified. According to Larry Heimlich, regional vice president of Diasonic, one of the big three in MRI manufacturing, "The first customer I sold to in 1983 has had to spend less than $50,000 a year in upgrades to keep up with the quality of images being produced by the newest models." In contrast, those who invested early in CT units had to bite their lips when succeeding generations appeared on the market.

More importantly, MRI is less a fixed piece of hardware than a highly adaptable tool, "basically a sophisticated computer," explains Mark Traill, M.D., an MRI fellow at New England Medical Center. "Like any other computer, advances come along that enable you to perform new applications."

Traill has been working with Val Runge, chief of NEMC's MRI unit, in the development of a remarkable piece of software that illustrates his point. They have created a program that enables the MRI to rotate an image three dimensionally on the computer screen and to survey depths of that image. At the same time, their method reduces the average scan time from 45 minutes to about 10 minutes.

Will this mean the obsolescence of older MRIs? Not at all. Runge's technique was developed for NEMC's two-and-a-half year-old Siemens machine, and it's only a matter of time before some variations are developed for other models. "It's like Apple and IBM," Traill says. "One company's R&D comes up with an idea and the other figures out a way to adapt it for their own system."

There is one innovation on the horizon, however, that could signal the advent of a significantly improved design in MRI hardware — the use of superconductive ceramics. Currently, a great deal of space and energy is required to supercool the unit in order to create its powerful magnetic field. Cryogens, chemicals used in the process, must be changed weekly, which means an added expense. If superconductors fulfill their promise,



Sophisticated computer: From an adjacent control room, a New England Medical Center MRI operator (left) monitors a patient MRI scan in progress.

> **Some predict the radiology department of the future will have six MRIs and not much else. For the present, however, CT's importance is undisputed.**

MRI Investment Caveats

Although purchasing a piece of machinery that costs in the neighborhood of $1.5 million is no easy decision, investigating several features will make a preliminary search more thorough.

Vendor reputation. This is universally cited as the most important element in buying a product. Owners of Siemens, Diasonic and General Electric units all express satisfaction with their purchases, but more importantly, confidence that their vendors will endure in a new and volatile market. In early competition, each company wisely focused, and excelled, in a particular field of strength. Administrator of the West Suburban Imaging Center James Staton calls his Diasonic "a real workhorse with high uptime." Says Bernard O'Neil, president of progressive Health Ventures: "GE is shaping up to be the IBM of the business."

Service contracts. Contracts should specify whether they include materials, and the time of day or week that regular or emergency response is available. Even if you've heard good reports, be sure to establish a personal relationship with the company while you're still in the shopping stage. "I know of one company with an excellent reputation for service," O'Neil says, "but at one particular hospital, for whatever reason, their service has been lousy." Prices run from $50,000 to $175,000 per year and should be subject on the buyer's part to hard negotiation.

Field strength. Does higher field strength mean better pictures? It's an unresolved debate. Robert Fanning, CEO at Beverly Hospital, says "Our radiologists traveled extensively to observe equipment and for us there was no question that the 1.5 tesla (GE) was the unit of choice." O'Neil on the other hand says, "I've had physicians who are pretty credible tell me they can't see any difference in the picture based on magnet strength." Either way, Fanning was wise; your radiologists will be living with the unit, give them extensive input.

Coil design. Undoubtedly, coil design is essential to clarity of the images. Mark Traill, M.D., an MRI fellow at New England Medical Center, attributes Diasonic's success with its midfield .35 tesla unit to a well-designed coil.

Personnel. "With CT," says Traill, "you put the patient in and push a button. MRI, on the other hand, is user-dependent." That means broader, more creative applications, but it also means greater responsibility for the operator. Quality staffing for a new technology will be difficult to acquire but essential for success. The North Shore Imaging Center went as far as Seattle to recruit their chief.

however, MRIs will be able to operate in temperatures as high as -100 degrees celsius. The size of the unit, and its cost of operation would then be greatly diminished.

MRI VS CT

Magnetic resonance imaging and computed tomography are often contrasted in conversations among professionals about hi-tech imaging. Do they in fact compete?

They do compete in some areas and will, increasingly, in others. At this stage, 90 percent of all MRI work is done for central nervous system disorders, and scans of the head, neck and spine. In these areas, MRI has already demonstrated superiority over tomography. The big frontiers now being developed are the cardiovascular system, the musculoskeletal system, the pelvis and selected organs, including the liver and kidneys.

According to Bernard O'Neil, president of Progressive Health Ventures, a consulting firm, the short-term fallout in CT use due to the presence of MRI will be 25 to 30 percent. "Some radiologists will tell you," O'Neil says, "that the radiology department of the future will have six MRIs and not much else," a prediction that others in the industry echo.

For the present, however, CT's importance is undisputed and it is the preferred modality for full-body imaging, the abdomen, and trauma cases, both because of the scan time — a minimum of 30 minutes — and because the MRI's magnetic field could interfere with life-support machinery. And, it is now eminently affordable — efficient models can now be purchased for as low as $400,000.

That's a long way from the $1.5 million early CT buyers paid. And price, says MRI consultant O'Neil, is "what my clients are concerned about, getting in on top of the market. To give you an unrelated example," he says, "fax machines were $3,000 two years ago. Now you can buy a good one for $1,000. But there's always a possibility that you'll end up with something smaller, cheaper and easier to operate."

Eventually, the decision will be made when to use MRI, when to use CT, when to use both. Even the insurance companies have yet to step in on this matter. A spokesman for John Hancock says the company is reviewing cases individually, but generally paying even when both are used on the same patient. That, surely, will change.

"Insurance companies will begin saying that MRI is medically unnecessary where CT could have done a similar job, or vice versa," predicts Bernard O'Neil. "As MRIs proliferate, there won't be an open door policy the way there is now." ▬

Ted Rand is a freelance writer based in Boston.

INTERVIEW

POLICY ADVISOR, M.D.

Stephen Keith, M.D., Senate health-policy advisor, brings a clinician's perspective to the shaping of the nation's health-care laws, keeping patient concerns at the forefront.

Photos by JOHN WHITMAN

AIDS research and education, the nursing shortage, federal financing of health care, organ transplantation, biotechnology — the health issues facing the 100th Congress are complex and wide ranging. Helping congressmen and senators chart their way through these complicated technical issues to fashion enlightened public policy is the job of their legislative aides, or "L.A.s". One of the newest L.A.s on Capitol Hill is Dr. Stephen N. Keith, a 35-year-old pediatrician from Battle Creek, MI. He holds a B.A., *magna cum laude*, from Amherst College, an M.D. from the University of Illinois, and an M.S. in Public Health from UCLA. Keith also did graduate work at UCLA's management school, concentrating in computer and management information science.

Keith works for Sen. Edward M. Kennedy (D-MA) as health-policy advisor to the Senate Labor and Human Resources Committee, a job he's held since June 1987. Putting in 54-hour work weeks, he combines his medical training with a long-standing interest in public policy to bring a clinician's perspective to bear on the health-care laws coming out of Washington.

One of two physicians on the committee's staff, (and one of six total on the Hill), Keith makes it his job that the patient — the consumer — is represented. His involvement in issues of interest to Mass. hospitals include nursing legislation, organ transplantation and biotechnical research issues. He has also done research and published articles on manpower issues.

Mass. Health Care: *How did you come to work for the Senate Committee on Labor and Human Resources?*
Dr. Keith: Since I was in medical school I've had an interest in working on the Hill or in the federal government on health policy, because as a medical student I was involved in the Manpower Reauthorization of 1976 and some work out at Health and Human Services (HHS). And then my research was in health policy — physician manpower, distribution and access to care and the like. I did my research work at the Rand Corporation in Santa Monica, CA. So I've had a

By Ken Mayo

5/24/88

. . . from Beverly Hospital

The **LOSS support group** will meet on Tuesday, May 24 from 7 to 9 p.m. at Bevely Hospital.

The LOSS group is for parents who have experienced miscarriage, stillbirth or death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss.

There is no fee for the support group, which meets monthly in the hospital's library conference room.

For further information, contact the Social Service Department at 922-3000, ext. 2710.

Beverly Hospital will sponsor **The Stop Smoking Clinic** in two locations this June.

Free introductory sessions will be held at 4:30 p.m. and 7:30 p.m. on Monday, June 6 in the Beverly Hospital Lecture Hall. The introduction will also be offered at 7:30 p.m. on Wednesday, June 1 in the conference room of the Cable Professional Building in Ipswich.

Following a one hour overview of The Stop Smoking Clinic program, registration will be conducted for those who wish to enroll in the four week, eight session program.

Beverly Hospital sessions will meet on Thursdays and Mondays from June 9 to 30 with the final session on Tuesday, July 5. Ipswich sessions will be held Sundays and Wednesdays from June 5 to 29.

The Stop Smoking Clinic is taught by former smokers who have quit through this same program. Instructors use group and individual methods to help overcome the smoking habit.

For further information, contact Beverly Hospital Community Relations Department at 922-3000, est. 2480.

A **"back school"** will be sponsored by the physical therapy department in June.

The four-part series on back care will be held on June 7, 9, 14, and 16. All sessions will meet from 6:30 to 7:30 p.m. in the physical therapy department.

Registered physical therapists, an occupational therapist and registered nurse will conduct the series, designed for those who have back injuries or wish to avoid injuries.

The series will cover anatomy of the spine and how injuries occur, exercise, body mechanics, posture, nutrition and stress management.

A fee of $45 will be charged. Enrollment is limited. For registration or further information, contact the physical therapy staff at 922-3000, ext. 2670

5/20/88

THE MANCHESTER CRICKET

"Back School" At Beverly

A "back school" will be sponsored by the Beverly Hospital physical therapy department in June.

The four-part series on back care will be held on June 7, 9, 14 and 16. All sessions will meet from 6:30-7:30 p.m. in the physical therapy department.

Registered physical therapists, an occupational therapist and registered nurse will conduct the series, designed for those who have back injuries or wish to avoid injuries.

The series will cover anatomy of the spine and how injuries occur, exercise, body mechanics, posture, nutrition and stress management.

A fee of $45 will be charged for the series.

Enrollment in the back school is limited. For registration or further information, contact the physical therapy staff at 922-3000, ext. 2670.

GOINGS ON

SUPPORT GROUP: The LOSS support group will meet on Tuesday, May 24, from 7 to 9 p.m. at Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage, stillbirth or death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with loss. There is no fee for the support group, which meets monthly in the hospital's library conference room. For information, call the Social Service Department at 922-3000, ext. 2710.

YMCA ACTIVITIES: The Beverly Regional

Times 5/23/88

Times 5/21/88

SUPPORT GROUP: The LOSS support group will meet c
day, May 24, from 7 to 9 p.m. at Beverly Hospital. The LOSS
for parents who have experienced miscarriage, stillbir
newborn child.

The group offers a forum for sharing grief and deve
cope with loss. There is no fee for the support grou
monthly in the hospital's library conference room. F
call the Social Service Department at 922-3000, ext. 2

BRIEFLY

News 5/

Support group meets Tuesday

BEVERLY — The LOSS support group will meet Tuesday,
p.m., at Beverly Hospital. The group is for parents who have ex
enced miscarriage, stillbirth or death of a newborn child. Conta
hospital for more information.

Hospital employees recognized

The Beverly Hospital honored 135 employees last week in award ceremonies marking National Hospital Week.

Michael Hurley of Peabody received an inscribed mantle clock in recognition of 35 years of employment in the histology department of the laboratory.

David Kinton of Beverly, who marked 30 years with the food service department, was awarded an engraved gold watch.

Seven new members were inducted into the Beverly Hospital Quarter Century Club in honor of 25 years of continuous employment. Beverly residents were Diane Morgan of the emergency department, Hope Silver of the recovery room and Margaret Wilson of maternity. Other inductees included Jean Verry of Peabody in patient accounts and Solange Marchand of Salem in data processing.

Eleven employees recieved service awards for 20 years' employment. Beverly residents were Phyllis Bartol of nursery, Phyllis Brillant of medical records, Marie Dube of housekeeping, Patricia Grothaus of

Developers are 'winners'

Isn't it time for some of our elected and appointed officials to be responsive to the wishes of our neighborhoods? Perhaps I have been naive in thinking that was part of their job. Instead, we are left with the feeling that the outcome of public hearings has already been decided upon in the hallways and backrooms of City Hall.

Who are the winners in this game? The developers!

Who are the losers? The citizens of Beverly who are trying to protect their investment and preserve the quality of life of their neighborhoods. The character of North Beverly and Centerville has already been damaged beyond repair. Now it is the turn for the Cove and Farms to be up for grabs.

Times 5/25/88

Ann deD. Dewart
Prides Crossing

That would be fun

Laurel Ridge foes agree on

By JEFFREY REMZ
News Staff

5/21/88

BEVERLY — Politics sure does make for some strange bedfellows.

To wit, the public hearings held jointly by the Board of Aldermen and the Planning Board last Monday.

The hearings enabled the public to comment about a plan offered by Mayor **F. John Monahan** to end the congregate elderly housing concept.

A second plan, pushed by aldermen, would place density restrictions on congregate elderly housing. None currently exist.

The proposals festered from the debate earlier this year on Beverly Hospital's Laurel Ridge housing project, which eventually passed Planning Board muster in February.

As a result, the competing sides in that battle were out once again this week.

The strange bedfellows involved **Benjamin T. Eisenstadt**, an opponent of Laurel Ridge, and Hospital President **Robert R. Fanning**.

The two have rarely seen eye to eye. But they apparently did Monday night, at least according to Eisenstadt.

"I am in the strange position of being in total agreement with Mr. Fanning," Eisenstadt acknowledged in reference to support for density retrictions. "The concept was probably a good one."

OFF THE CUFF

Fanning's edged up from his seat with his eyes bugging out, in a humorous vein, apparently surprised that he had a comrade in arms.

At some points, it was hard to figure out where some people stood on the proposals.

Fanning was clear enough. While admitting that the hospital could have easily opposed any further congregate housing, he supported the density proposal.

But some of the opponents seemed to play both sides of the issue. Eisenstadt spoke when Aldermanic Presiden
ing the Monaha
spoke when pr
their say.

Maybe Fannir
commercial, at
during the heari

When anyone
speaker must of
got to do so, w
Ridge opponen
Where does he li

Fanning prom
current Boxford
forthcoming. "P
he said. Fannin
more informatio

No one took hi

Expect Rever
attempt to expa

THE TIMES
TUESDAY
MAY 24, 1988

Budget deficits force Medicare spen

By TIM TOZIER
Times staff

DAVNERS – Federal funds for Medicare are being cut in order to address the nation's $150 billion budget deficit, $172 billion foreign trade deficit and increased education needs, Congressman Nicholas Mavroules told area hospital representatives Monday at the King's Grant Inn.

The forum gave area hospital officials the opportunity to voice to Mavroules their concerns about the impact on hospitals and the health care system brought about by continuous cuts in the Medicare program.

"The budget and trade deficits are the twin towers of a serious problem, and we have to face up to them," Mavroules said.

Mavroules said he hopes the upcoming meeting between President Ronald Reagan and Soviet Premier Mikhail Gorbachev will lay the groundwork for talks that may eliminate chemical and binary weapons, a savings that would free more funds for Medicare and education.

Mavroules said industrial growth can be used to increase revenue, and said the best investment for the country's future would be re-industrialization, an increase in competiveness and exploitation of technological resources.

"There is a very serious economic problem in this country," Mavroules said. "We've gone from one of the greatest creditor nations to one of the greatest debtors."

Mavroules said many elderly citizens are afraid to come to hospitals for care because of the increasing amounts of money they are required to pay up front.

"I get hundreds of letters from the elderly saying they can't afford to go," Mavroules said. "This is not a way to treat people that need care. If there are problems at the state level, we have to examine the whole situation.

"The three defecits are uncontrollable and they're going to get worse before they get better."

More money might be freed for Medicare, Mavroules said, if Congress tracks the path of its un-obligated funds. He said rumors from the General Accounting Office suggest the military might be harboring $30 to $50 billion in funds for which it has no contracts.

"We have not had an administration go into agencies and find out all the money that is available," Mavroules said.

Area officials said their financial hardships could get out of control, citing a fast-growing segment of the population that is 80 to 85 years old, has out-grown its relatives and has no money for treatment.

According to Allan DesRosiers, president of Anna Jaques Hospital in Newburyport, the number of Medicare patients has grown to the extent that hospitals lack the resources to provide service.

Without relief provided currently by the

IPSW

Salem News 5/24/88

Hospitals hear pessimistic message

By JOHN LAIDLER 5/24/88
News Staff

DANVERS — Massachusetts' struggling hospitals can't expect more financial help from the federal government until the federal deficit is brought under control, U.S. Rep. Nicholas Mavroules, D-Peabody, warned hospital officials Monday.

"Before we do anything, we've got to get control of the economic factors that are hurting this economy," Mavroules said. And he said that meant reducing the runaway federal deficit.

Until that deficit is contained, Mavroules said the best Congress will be able to do is maintain current levels of spending for medicine, education and other areas of pressing social need.

Also on the subject of budget deficits — this one in Massachusetts — Mavroules criticized state officials including Gov. Michael S. Dukakis, for passing a universal health care bill without knowing its ultimate costs. "If you ask the state legislature for the new costs (of the program), they're going to give you a guesstimate. We can't afford guesstimates any more."

Later, he said he was not criticizing the health plan itself. "All I'm saying is the people, the taxpayers, the people paying the bill ought to know how the program will be paid for."

Mavroules made his remarks in response to pleas from the hospital administrators that Congress seek to increase the level of reimbursement to hospitals for their Medicare patients. They voiced their concerns at a breakfast meeting with the congressman at the Kings Grant Inn.

Administrators said North Shore hospitals in particular are suffering because they have a high percentage of elderly patients, most of whom are on Medicare. Without adequate federal Medicare reimbursement, they face difficulties meeting operating costs.

Mavroules said, however, there was little he or Congress could do for the hospitals, given the state of the federal budget.

"We do not have the money," he said. "If we can level fund you, it's a plus compared with what's happening to some of the other categories."

Mavroules said it was thanks to Congress that hospitals were not in worse shape than they were. He said this year, for instance, the

HOSPITALS
(Continued on page 10)

Mavroules said, however, even the election of Gov. Michael S. Dukakis, whom he supports for president, would not guarantee

current administration, including health care, the environment and farming.

'Fatal crash' to be staged

5/26/88

By VIRGINIA LOWRY
Times staff

BEVERLY – The lower parking lot at Beverly High School will be a scene of tragedy next Tuesday.

Police, firefighters and paramedics will work amidst a fleet of emergency vehicles to free teenagers trapped in a wrecked car, as horrified spectators look on. At least one of the victims will not survive the crash.

The May 31 "fatal crash" will be staged. But the message participants in the simulation want to convey is one of harsh reality.

"Friends keep friends safe" is the theme of this year's anti-drinking and driving prom campaign at Beverly High School, according to Kim Wilkins, assistant director of Project RAP. It is also the guiding mission of RAP's peer educators at the high school, to help keep their fellow students alive during prom-related activities.

"This is going to be the best prom campaign ever," promised Wilkins.

The RAP official said next week's simulation will take the place of one of the periodic emergency drills that involve Beverly Hospital and its staff, police and firefighters and staff of Life Line Ambulance Service. It will be a dramatization of a prom-related drunk driving accident.

"What they've agreed to do is go with this in a very realistic manner, to actually do this drill as a fatality, as a drunk driving incident, " said Wilkins.

She said peer educators at Beverly High School have been rehearsing various roles as part of the cast for the "accident" and its aftermath.

"Several of them will actually be in the 'accident,' and will be made up to reflect actual injuries that one could expect," Wilkins said. "One of the students will actually be removed from a vehicle with the Jaws of Life so that people can actually observe that process."

Wilkins said another group of peer educators will play the part of those in the role of designated driver.

"In other words, they have responsibly chosen a driver who has not had anything to drink that evening, and they will come upon the scene of the accident," she said.

"You'll have your basic, very dramatic simulation following a drunken driving accident after a prom," said Wilkins. "Then there will be addresses by key people within the school and the community around the need for a safe prom."

Wilkins said seniors who pledge to be part of the safe prom campaign will receive T-shirts paid for by the Beverly "Top 18" businesses and supporters of the peer education effort, declaring their belief the "friends keep friends safe."

"Everybody will be asked to join the campaign by acclaim by wearing a T-shirt. There'll be one for every senior," said Wilkins.

IPSWICH

5/25/88

Schools to hire athletic t
to comply with 1983 sta

By HENRY J. COLLINS
News Staff

Plan calls for use of hospital personnel

IPSWICH — Student athletes will have the services of a trainer when they report for practice at the start of the next school year.

The School Committee has voted to accept a proposal from the Sports Medicine Performance Center at Beverly Hospital. It will provide the services of a licensed athletic trainer for 20 hours a week at a cost of $8,500.

By accepting the Beverly Hospital proposal, the School Department is now in compliance with a state law in effect since 1983 requiring that high schools have a licensed athletic trainer on staff.

Ipswich, like many school systems, did not have a trainer on its sports staff. Because qualified trainers were in short supply, state officials did not crack down on school systems not complying with regulations. But state officials recently stressed the need for trainers as a safety precaution for student athletes.

The School Committee's move to use the Beverly Hospital program could serve as a model for other cities and towns that do not have trainers. It is likely officials in other communities will be watching to see if the Ipswich program is successful.

Peter J. Harmerling, of Beverly Hospital, told school officials the program is designed to prevent injuries, as well as to treat them.

The trainer will insure that injured athletes receive proper care, and will set up a proper nutrition program for all athletes. Harmerling said the trainer would probably be on hand from 2 p.m. to 4 p.m. as most athletic teams practice and play their

Times 5 26 88

COMMUNITY COUNCIL: Paul J. Lanzikos, secretary of elder affairs, will address the June 1 meeting of the Beverly Community Council in the lecture hall at Beverly Hospital. Reservations are due by Friday, May 27, and may be made through the hospital's community relations department, 922-3000, ext. 2482. Cost for the luncheon is $5 per person.

STOP SMOKING CLINIC: Beverly Hospital will sponsor The Stop Smoking Clinic in two locations this June.

Free introductory sessions will be held at 4:30 p.m. and 7:30 p.m. on Monday, June 6, in the Beverly Hospital lecture hall and at 7:30 p.m. Wednesday, June 1, in the conference room of the Cable Professional Building in Ipswich.

The Stop Smoking Clinic is taught by former smokers who have quit through the program. For more information, call the Beverly Hospital community relations department at 922-3000, ext. 2480.

H-W Chronicle 5 25 88

Hospital trains candy stripers

A candy striper/junior volunteer training program will be held at Beverly Hospital June 13-15. Boys and girls interested in serving as volunteers this summer may apply for the program.

Training will be held at the hospital from 3-5 p.m. on the above dates. Interested applicants must schedule an interview and preregister with the Volunteer Office.

Call 922-3000, ext. 2308, Monday through Friday, to receive an application and arrange an interview.

---

14 THE SALEM, MASS., EVENING NEWS — FRIDAY, MAY 27, 1988

BEV

LifeLine paramedics g

New system connects ALS am

By JOHN NOVACK
News Staff

BEVERLY — Paramedics, described by one doctor as "the eyes and ears of a physician" on the street, will offer improved emergency care in Beverly starting Tuesday.

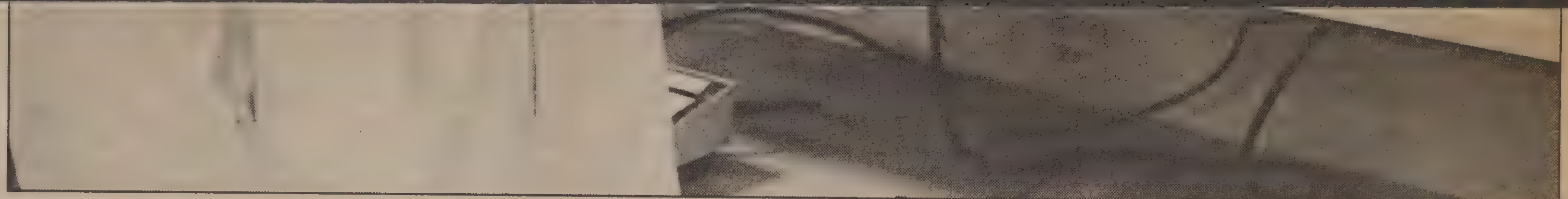
Through a process of decentralization, LifeLine Ambulance paramedics will be receiving medical care instructions by radio directly from Beverly Hospital doctors, the physicians who will actually be attending to the patients.

Previously, all ALS (Advanced Life Support) calls in a 26-community region were handled through AtlantiCare Medical Center in Lynn. Beverly is the first of the communities in Region VI to decentralize, according to Beverly Hospital Dr. Elliott Cohen, chief of the emergency room.

Beverly Hospital recently installed a $14,000 telephone system which will allow Beverly doctors to instruct paramedics at the scene of an emergency what type of care — including the dispensing of medications — to give the patient.

Two years ago, there were 115 to 135 ALS calls per month in Region VI, Cohen said. There are now 223 a month, prompting hospital officials to relieve the growing burden on AtlantiCare doctors.

Emergency medical technicians receive 110 hours training, and are allowed to give basic first aid. Paramedics, by comparison, receive 1,000 hours of training. They can perform a number of emergency medical techniques previously only done by doctors in an operating room.



Virginia Lowry photo

Dr. Elliott Cohen at the radio console that allows Beverly Hospital emergency room doctors to instruct paramedics who treat ambulance patients.

Paramedics will be instructed by doctors

By VIRGINIA LOWRY
Times staff

BEVERLY – As of June 1, when paramedics aboard ambulances are sent to care for patients in Beverly, their medical direction will come straight from Beverly Hospital.

Orientation has been completed for emergency room staff in Beverly so that paramedics will be in direct contact with a doctor at Beverly Hospital, who will monitor the patient by radio, give instructions for care and treat the patient once he or she has arrived at the hospital, according to Dr. Elliott Cohen.

Cohen, emergency room chief at Beverly Hospital, yesterday demonstrated the $14,000 radio console he said will be the core of the new system.

Last year, the city's Emergency Medical Services Commission voted to contract with Life-Line Ambulance Co. of Wakefield to provide Advanced Life Support (ALS) – or paramedic – ambulance service in Beverly. The city is spending $147,000 this year for the service.

Unlike Basic Life Support service, under which trained emergency medical technicians perform only first aid-type functions, paramedics may administer drugs and use specialized equipment such as cardiac defibrillators under the radioed direction of a doctor.

Unlike Basic Life Support service, under which trained emergency medical technicians perform only first aid-type functions, paramedics may administer drugs and use specialized equipment such as cardiac defibrillators under the radioed direction of a doctor.

Beverly, as one of the communities in the state's Region 6 area – an area encompassing Medford, North Reading, Ipswich, Cape Ann and down the coast – has been under the direction of North Shore CMED. That radio system has been run out of Atlanticare, the Lynn hospital corporation.

When paramedics radioed their need for medical direction, a doctor at Atlanticare would provide instructions.

"Atlanticare was doing all of the radio control," said Cohen.

Under the new system, Beverly Hospital will become the region's only other hospital to provide that service, he said.

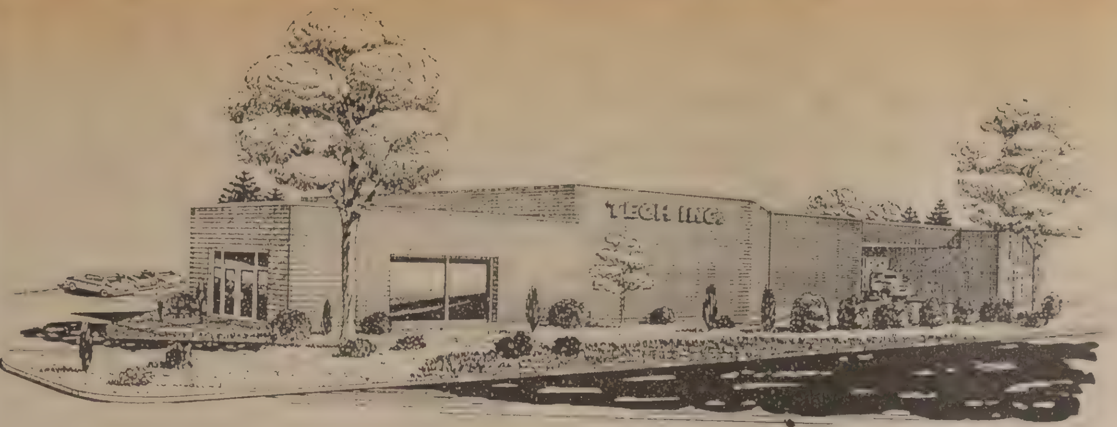
"We are the first hospital in the region that has decentralized from Lynn," said Cohen.

He said the major region has been an unexpected increase in the number of ALS calls, in which it is advisable to begin rigorously treating a patient in the field. The Lynn facility, he added, is becoming "overloaded."

"As the system grew, it outgrew that system," Cohen added.

He said physicians who developed protocols for the system also felt it is more advisable for the doctor who is going to treat the patient to be involved in the patient's treatment from the initial contact by paramedics.

"We're not trying to bring the entire hospital to the patient's living room," Cohen said. "We're trying to do what's necessary and productive."



RAUSEO BRINGS C.A.B. INC., COUNSELING TO 151 ANDOVER ST., DANVERS

Rauseo & Co., Inc. industrial realtors of Boston, Lynnfield and Danvers announce the leasing of 4200 square feet of new offices at 151 Andover St., (Route 114) Danvers to C.A.B. Inc., Counseling.

C.A.B. Inc., Counseling, affiliated with Beverly Hospital and Harvard Community Health Plan will use this new facility as their administrative offices, insurance claims offices and individual and group counseling areas.

The long term lease was negotiated by Michael J. Rauseo, President of Rauseo & Co., Inc.

This 30,000 square foot property is a development of Rauseo & Co., Inc.

Rauseo & Co., Inc. has several excellent industrial and office space values coming available short in Danvers, Revere and Chelsea. Plases call 245-0001 for details.

Paid Advertisement

AN ADULT APPR

THE STOP SMOKING CLINICS

AT

BEVERLY HOSPITAL

More than a Hospital...a Family Centered Health Care System.

If you're old enoug
enough to be treated

That's why our prog
you quit gradually, s
out scare tactics, h
childish gimmicks.

See for yourself. Co
introductory sessions
Hospital.

Date: Wednesday, June 1, 198
Place: Cable Emergency Servic
County Road
Ipswich
Time: 7:30 pm

TIMES 5.31.88

TIMES 5.31.88

STRICTLY FOR SENIORS

By Hazel Davenport

Volunteer Becomes a Doctor . . .

Among the senior citizens receiving pins at the recognition program, held last week at Beverly Hospital, were Dick Hellard, purchasing, 3500 hours; Margaret Dodge, information desk, 2500 hours; Millie Behrens, gift shop and information desk, 2000 hours; Charlie Wilson, transport, 1000 hours; Mary McGarr, gift shop, 1000 hours; Rose Marcucci, coffee shop, 500 hours.

Mary McGarr is an example of a type of volunteer who has accumulated her hours over a span of 15 years, two hours at a time, steadily and reliably.

Of the
enjoyed
It has be
in the G

And tl
her hou
youngest
striper, l
cal schoo
the Mair

This an

Sylvia
dressed
nurses,
hospital.
just the r
Goodchil
show . .
tend' tim

On Jur
of the ho
those tak
Dr. Barn
available

Ips. Chronicle 6/2/88

Hospital offers program for candy stripers

A candy striper/junior volunteer training program will be held at the Beverly Hospital June 13-15. Boys and girls interested in serving as volunteers this summer may apply for the program.

LOCAL

THE SALEM, MASS., EVENING NEWS

Lyme Disease increase e

Tick-infested deer culprits in affliction

By HENRY J. COLLINS
News Staff

IPSWICH — Lyme Disease cases on the North Shore are likely to increase this summer, health officials warn.

Dr. Catherine Lastavica of Manchester, one of the area's resident experts on the disease, said people who spend a lot of time in wooded areas are especially susceptible.

The disease is spread by tick-infested deer, Lastavica explained. She said there are probably more tick-infested deer in the area this year than in recent years.

"We have found there is a definite relationship to the deer population in an area and the number of cases of the disease reported. We do not have complete figures for last year, but I am quite sure they will show there was an increase in the number of cases treated."

The physician said people who live in Ipswich and surrounding towns, where there are a number of deer, are more likely to contract the disease than residents of more urban communities.

The threat of the disease was used as a reason for allowing the killing of some of the deer herd at the Crane Reservation in recent years.

Personnel at the Cable Emergency Center in Ipswich report that publicity about the disease during the past few years has led to an increased awareness, and more people are coming in for treatment and testing when they are bitten by a tick.

Mary Bright, a registered nurse and coordinator at the emergency center, said personnel saw three to five people weekly last year who were concerned about tick bites.

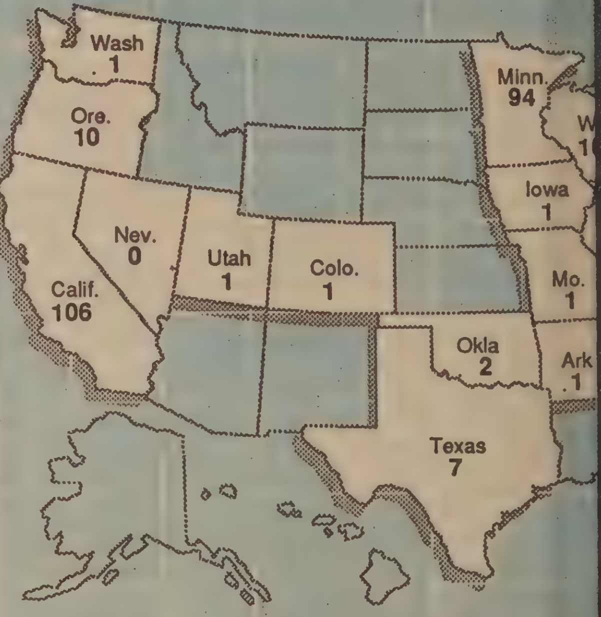
"In most cases we didn't know if the bite was from a deer tick, and we advised the people to have a blood test to be sure about the type of bite. Other than that we could only treat them for an insect bite," she said.

She said there has also been a marked increase in the number of people telephoning the center to say they

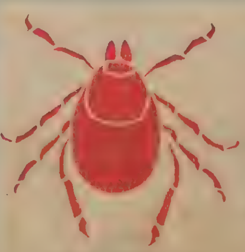
Lyme Disea

Reported Cases in 1986

States not shown have never reported cases to the CDC report in other years. Underreporting is substantial.



How Humans Get Lyme Disease


Adult Deer Tick

Lyme disease is transmitted by the bite of a pinhead-sized deer tick in i immature stage infected by a spiral-shaped bacteria, Borrelia burgdorferi. To remove a tick, apply drop of mineral oil or alcohol, then use a pair of tweezers to remove it from the skin making sure that the head is completely removed. Cleanse the area with soap and wat and apply alcohol to the bitten area.

the Danvers Historical Associa-

ERLY

THE TIMES
FRIDAY
JUNE 3, 1988

Hospital to stage musical about 100th

BEVERLY – A musical production about Beverly Hospital will be staged in celebration of the hospital's 100th anniversary.

A "Historical Musical" of Beverly Hospital will be held on Saturday, June 11, in the Beverly High School auditorium, beginning at 8 p.m.

The "Historical Musical" will recount the people and events that mark the history of the hospital since it was founded in 1888 by Dr. Samuel Torrey.

The production is sponsored by the hospital aid association.

The two-act play will feature, as main characters, Dr. Torrey, Dr. Peer P. Johnson, Mae Bartley and Frederick Ayer. The dates and accomplishments are historically factual, while the various scenes are based on resesrch, imagination and stories told over the years.

The script was researched and written by Jackie Jermain of Manchester. Jermain is coordinator of special programs at Manchester

ten by another Manchester resident, Thomas Cooke. Cooke is a children's book illustrator who has had a long association with the Children's Television Workshop, producers of "Sesame Street" and "The Muppets". He is also a singer and pianist, and will provide accompaniment for the musical history show.

Cast members include Drs. Frank Carbone, Walter Clayton, Gregory Bazylewicz and Bryant Barnard; Rae Scott, past president of the aid association; Kim Fitzge ald, RN, ICU; Mary Palmer, dire tor of nursing liaison program Nelda Quigley, director of volu teers; Joan Pesola, Anita River and Elizabeth Wade, physical the apy; Deborah Leaf, RN, emergenc and Linda Rile telecommunications.

Other cast members are Rut Shah, Katrina Hart, Dolores Cla ton, Susan Winthrop, Gloria Cacc vio and Giglia Clayton.

An
Historical
Musical

BEVERLY HOSPITAL

1888-1988

CELEBRATION
OF A CENTURY

SATURDAY
JUNE 11, 1988
- 8:00 P.M. -

Beverly
High School
Auditorium

Script by Jacqueline Jermai
Music by Tom Cooke

Tickets $8.00

Available In
Volunteer Office
Or Call
922-3000, Ext. 2307

Times 6/8/88

Health clinic planned at Cable

News 6/1

IPSWICH — The Bay Area Visiting Nurse Association and personnel at Cable Emergency Center will conduct free diabetes and blood pressure screeings Wednesday, June 29 from 1 to 4 p.m. in the Cable Center.

Call the community relations office at Beverly Hospital to make an appointment for a diabetes test.

TIMES 6/7/88

CITYSCENE

NEW PRESIDENT: Daniel Newberg, director of pharmacy at the Beverly Hospital, has been elected to the position of president-elect of the Massachusetts Society of Hospital Pharmacies.

Newberg will serve a term expiring in June 1989, at which time he will become president of the society for the 1989-1990 term.

A registered pharmacist and graduate of Massachusetts College of Pharmacy and Allied Health Sciences, Newbury also holds a master's degree in management from Lesley College. He has been director of the hospital pharmacy since 1985.

* * *

IV-CERTIFIED: Eleanor Corson of Danvers, clinical supervisor of intravenous therapy at Beverly Hospital, has successfully passed the certification examination in IV therapy.

The examination, administered by the intravenous nurses society, was first given in 1985 to recognize particular competence and knowledge in the IV therapy nursing specialty.

Corson was one of only 74 IV therapists in Massachusetts to pass the examination.

A graduate of the New England Baptist Hospital School of Nursing, Corson has been employed at Beverly Hospital for 29 years. She has been an IV therapist for the past 12 years and was appointed clinical supervisor of the department in 1986.

* * *

Times 6/5/88

GOINGS ON

GOURMET POULET BUFFET: The Bay Area Visiting Nurse Association will be sponsoring a "Gourmet Poulet Buffet" fund-raising dinner on Saturday, June 11. Gourmet chicken dishes will be served along with specialty rices, salads and an exotic dessert.

The dinnér will be held at the Beverly Cove Community Center at 6 p.m., cocktails at 5 p.m. The dinner is being held in conjunction with Beverly Hospital's Variety Show to be held the same evening at Beverly High School at 8 p.m.

Tickets for the dinner are $20 per person and can be obtained at the Bay Area VNA or Beverly Hospital's community relations office. Call 468-3123 or 356-5055 for tickets or more information.

CANCER SUPPORT GROUP: A cancer support group will meet at Beverly Hospital on the second and fourth Thursday of each month, from 4-5:30 p.m.

The first session will be held on June 23 in the doctors' conference room. The support group is free of charge and offers an opportunity to meet with other cancer patients and family members. The group will provide education, exchange of ideas and emotional support.

For information, contact group leader Shirley Harris, Beverly Hospital social service department at 922-3000, ext. 2710.

Times 6/8/88

GOURMET BUFFET: A "gourmet buffet" will be held Saturday, June 11, at 5:30 p.m. at the Cove Community Center.

The buffet is sponsored by the Bay Area Visiting Nurse Association.

Guests are invited to attend the buffet, benefiting the Bay Area VHA, and then go on to the Historical Musical production of the hospital's 100-year history at Beverly High School.

Dinner tickets are $20 per person and may be purchased at the VNA office in Hamilton or Community Relations Department at the hospital.

6/11/88

GOURMET BUFFET sponsored by the Bay Area Visiting Nurse Association, June 11, 5:30 p.m., at the Cove Community Center, Beverly. The dinner precedes the Historical Musical of Beverly Hospital presented at Beverly High School at 8 p.m. Dinner tickets $20 per person, on sale at the VNA office in South Hamilton and the Community Relations department at the hospital. Show tickets are $8 each and available at the Beverly Hospital Volunteer office.

NS Weekly

Item 6/4/88

* * *

Buffet served Saturday

The Bay Area Visiting Nurse Association will sponsor a gourmet buffet Saturday, 5:30 p.m., at the Cove Community Center, Beverly. The event precedes a musical at Beverly High School same evening marking the hospital's 100th anniversary. Tickets are $20 and may be purchased at the VNA office in South Hamilton, or the hospital's community relations department. Tickets for just the show, which begins at 8 p.m., are $8 and available at Beverly Hospital.

* * *

Gloucester Times 6.9.88

Chicken dinner to benefit VNA

The Bay Area Visiting Nurse Association will hold a "gourmet poulet" dinner at the Cove Community Center in Beverly on Saturday, June 11, as a special pre-100 celebration for Beverly Hospital.

Pre-dinner refreshments will be served at 5:30 with dinner at 6 p.m. There will be a choice of homemade chicken entrees, a variety of side dishes, special desserts, tea and coffee. Tickets are $20 per person and may be reserved by calling the Bay Area VNA at 468-3123 or the Beverly Hospital Community Relations office, 922-3000.

Following dinner, a musical performance will be staged at Beverly High School to celebrate Beverly Hospital's 100th anniversary. Featured in the cast will be doctors, nurses and other staff members of the hospital.

The performance will begin at 8 p.m., and the public is welcome. Tickets are $8 ($5 for hospital employees) and may be reserved by calling the Communtiy Relations office at the hospital.

Gloucester Times 6.9.88

Candy striper training program set

A candy striper/junior volunteer training program will be held at Beverly Hospital from 3 to 5 p.m. June 13-15.

Local young people interested in serving as volunteers this summer are invited to register for the program. Applicants are asked to schedule an interview and pre-register for the program by calling the hospital volunteer office, 922-3000, extension 2308.

Weight loss orientation offered

The Center for Nutritional Research at Beverly Hospital will offer a free orientation program on Monday, June 13, at 7 p.m. in the hospital lecture hall on its ongoing programs for safe, effective and permanent weight loss.

The Center specializes in helping people who need to lose 40 or more pounds and those who have obesity-related medical complications. Treatment and diet plans are medically supervised by a team composed of a physician,registered nurse and psychologist.

The orientation program will include an inner view of weight loss programs offered at the Center, the fee structure and methods to achieve permanent success in weight control.

Those wishing to attend the orientation are asked to call the center staff at 922-3000, extension 5000.

Cricket 6.9.88

Beverly Hospital Historical Musical

The "Historical Musical" of Beverly Hospital will be held on Saturday, June 11 in the Beverly High School auditorium, beginning at 8 p.m.

Spnsored by the hospital Aid Association, the production was created to recognize the hospital's 100th anniversary.

The "Historical Musical" will recount the special people and events that mark the 100 year history since the hospital was founded in 1888 by Dr. Samuel Torrey.

The two-act play will feature as main characters Dr. Torrey, Dr. Peer P. Johnson, Mae Bartley and Frederick Ayer. The dates and accomplishments are historically factual, while the various scenes are based on research, imagination and stories told over the years.

The script was researched and written by Jackie Jermain of Manchester. Jermain is coordinator of special programs at Manchester High School and spent nearly nine months, on her own time, preparing the script.

The original musical score and lyrics for the production were written by another Manchester resident, Thomas Cooke. Cooke is a children's book illustrator who has had a long association with the Children's Television Workshop, producers of Sesame Street and the Muppets. He is also a singer and pianist, and will provide accompaniment for the musical history show.

Cast members include Doctors Frank Carbone, Walter Clayton, Gregory Bazylewicz and Bryant Barnard; Rae Scott, past president of the Aid Association; Kim Fitzgerald, RN, ICU; Mary Palmer, director of nursing liaison programs; Nelda Quigley, director of Volunteers; Joan Pesola, Anita Rivera and Elizabeth Wade, physical therapy; Deborah Leaf, RN, emergency; and Linda Riley, telecommunications.

Other cast members are Ruth Shah, Katrina Hart, Dolores Clayton, Susan Winthrop, Gloria Caccivio and Giglia Clayton.

The entire cast and production crew has volunteered their time to produce the show.

The 'Historical Musical" promises to provide an amusing and entertaining evening in celebration of the hospital's 100th anniversary.

Tickets are $8 each and available at the Beverly Hospital Volunteer Office.

---

* * *

6/1/88

he direct radio link between the ergency room and paramedics in e June 1, and already has proved ; to hospital officials. Emergency ve been giving medical direction dio an average of once or twice a situations.

* * *

PRESIDENT-ELECT: Nelda Quigley, director of volunteer services at Beverly Hospital, will be inducted June 17 as president of the Massachusetts Association of Directors of Healthcare Volunteer Services. A Beverly resident, she is in charge of recruitment, training and activities of the 400-member junior and adult volunteer corps at the hospital.

Cityscenes, a column about Beverly written by reporters on the city staff, appears in the Times on Tuesday and Thursday.

BRIEFLY

News 6/1/88

Hospital will train youth volunteers

BEVERLY — A candy striper/junior volunteer training program wll be held at Beverly Hospital this coming Monday through Wednesday.

Boys and girls interested in serving as volunteers this summer can apply for the program. Training will be held at the hospital from 3-5 p.m. Interested applicants must schedule an interview and pre-register with the volunteer office.

Salem News 6/1/88

HealthFront, Tufts plans to affiliate

WALTHAM — Dr. Harris A. Berman, president and chief executive officer of Tufts Associated Health Plan, and Kelly W. Breazeale, president of VHA HealthFront, recently announced the signing of a letter of intent to affiliate.

Tufts Health Plan is now New England's third-largest health maintenance organization, and VHA HealthFront is the Massachusetts branch of Voluntary Hospitals of America, the nation's leading network of non-profit hospitals.

Beverly Hospital and Melrose Wakefield Hospital are the local VHA HealthFront members.

The proposed affiliation will give the HMO the largest geographic distribution of any Massachusetts HMO, expanding its current coverage by about 50 percent.

According to Dr. Berman, the coverage area will span Central and Eastern Massachusetts and Rhode Island from Newport to New Hampshire and Worcester County to Cape Cod.

THE TIMES
FRIDAY
JUNE 10, 1988

IK YOU LETTERS

ses thanked

to express my sincere thanks to the nurs- for the excellent care given my sister, askowska, while she was a patient at the Hospital, floors Dennett and Alt. They were ind and caring individuals, and their coo- and pleasant attitudes helped give me the and courage I needed during a difficult

Anna Pesce
Beverly Farms

June 10, 1988
Boxford Chronicle

ON-GOING PROGRAMS FOR WEIGHT LOSS

Spring and summer are excellent times to lose weight.

The Center for Nutritional Research at Beverly Hospital offers on-going programs to help you with s
effective and permanent weight loss.

The Center specializes in help
people who need to lose 40 or m
pounds and those who have obes
related medical complications. Tr
ment and diet plans are medica
supervised by a team of a physic
registered nurse and psychologist.

A free orientation will be held
June 13, beginning at 7:00 p.m. in
hospital lecture hall. The orientat
includes an overview of the weight
programs offered, the fee structure
methods to achieve permanent succ
in weight control.

Attendance at the orientation

June 10, 1988
Boxford Chronicle

CANCER SUPPORT GROUP

A cancer support group will meet at Beverly Hospital on the second and fourth Thursday of each month, from 4 to 5:30 p.m.

The first session will be held on June 23 in the doctors' conference room.

The support group is free of charge

FREE DIABETES AND BLOOD PRESSURE SCREENING: A free diabetes and blood pressure screening will be held at the Cable Emergency Center on Wednesday, June 29, from 1 to 4 p.m. The screening will be conducted by the Bay Area Visiting Nurse Association and co-sponsored by the Cable Emergency Center of Beverly Hospital.

Appointments are not necessary for the blood pressure segment of the screening, but those wishing to have a diabetes screening should arrange for an appointment by calling the community relations department at Beverly Hospital, 922-3000, ext. 2480.

All area residents are welcome and invited to attend this free screening.

Times 6/7/88

Salem News 6/10/88

Hospital celebrates Saturday with 100-year musical history

BEVERLY — One hundred years of Beverly Hospital history will be set to music Saturday night in a special production celebrating the hospital's centennial.

The "Historical Musical" of Beverly Hospital will be presented in the Beverly High School auditorium at 8 p.m.

The special centennial production will recount the people and events that mark the anniversary since its founding by Dr. Samuel Torrey in 1888 in a building on Central Street.

The two-act play will feature Dr. Peer P. Johnson, Mae Bartley, Frederick Ayer, and Torrey as main characters.

The dates and accomplishments are historicaly factual, while the scenes are based on research, imaginaton, and stories told over the years.

Jackie Jermain of Manchester researched and wrote the script, spending nearly nine months in preparation.

Fellow Manchester resident Thomas Cooke, a children's book illustrator, wrote the original musical score and lyrics.

Cast members include Drs. Frank Carbone, Walter Clayton, Gregory Bazylewicz, and Bryant Barnard; Rae Scott, past president of the Hospital Aid Association; Kim Fitzgerald, registered nurse in the intensive care unit; Mary Palmer, director of nursing liaison programs; Nelda Quigley, director of volunteers; Joan Pesola, Anita Rivera, and Elizabeth Wade of physical therapy; Deborah Leaf, a registered emergency room nurse; and Linda Riley, telecommunications.

Other cast members include Ruth Shah, Katrina Hart, Dolores Clayton, Susan Winthrop, Gloria Caccivio, and Giglia Clayton.

Tickets are $8 each and available at the hospital's volunteer office.

VNA joins celebration with buffet

BEVERLY — A gourmet buffet sponsored by the Bay Area Visiting Nurse Association will be held Saturday at 5:30 p.m. at the Cove Community Center.

The buffet includes pre-dinner refreshments, a choice of gourmet chicken entrees, side dishes, dessert, and beverage, with music provided.

Dinner tickets are $20 per person and can be purchased at the association's office in South Hamilton or the Community Relations Department at the hospital.

The dinner is a prelude to the "Historical Musical" of Beverly Hospital, which will be held in the Beverly High School auditorium at 8 p.m.

Suburban News 6.11.88

Nelda Quigley new president of MADHVS

BEVERLY – Nelda Quigley, director of volunteer services at Beverly Hospital, has been elected president-elect of the Massachusetts Association of Directors of Healthcare Volunteer Services (MADHVS).

Quigley, a Beverly resident, will be inducted at the annual meeting of the association on June 17 in Salem.

She was appointed to her position at the hospital in 1983 and is responsible for recruitment, training and activities of the 400 member junior and adult volunteer corps.

MADHVS is a statewide organization currently represented in 108 healthcare institutions. The association was formed in 1963 to promote voluntarism and provide a support network to directors of volunteers.

Quigley has been a member

Hearing, speech screening set

News 7/20/88

IPSWICH — A free hearing and speech language screening will be held on Wednesday, July 20, at the Cable Emergency Center in Ipswich from 9 a.m. to 1 p.m. The screening is conducted by the center for communications disorders at Beverly Hospital. It is open to all area children ages 3-6. To arrange for an appointment for your child, contact the community relations department at Beverly Hospital. Screenings are conducted by Beverly Bellevue, speech and language pathologist, and Dona McGovern, audiologist.

A hospital report — **Grayce Kushmerek**, public relations head for Beverly Hospital, said this week that the new direct link system between paramedics and emergency room doctors "is working just the way it was expected to."

The improved system, put on line June 1 at a cost of about $14,000, paid dividends the following day when paramedics needed to reach an emergency room doctor after a man suffered a near-heart attack in City Hall. The doctor who talked to the paramedics himself later personally treated the man when the ambulance brought the patient to Beverly Hospital.

Under the previous system, doctors at AtlantiCare Medical Center in Lynn gave directions to paramedics not just in Beverly and Lynn, but in 24 other communities. ☐

News 6.11.88

ORTS

Times 6.11.88

Throwing puts strain on arm

SPORTS MEDICINE

By Dr. John Zimmer

The physical demands placed on the throwing arm are quite different from those of the non-throwing arm. That is why shoulder and elbow injuries are commonly seen in baseball players, especially pitchers and catchers.

The rapid acceleration and deceleration of the arm with maximum force being applied predisposes the throwing arm to injury. Proper body mechanics and proper warmup prevent injury. Taking the stress off the arm and distributing the forces throughout the body prevents injury. Pitching techniques should, obviously, be taught at an early age.

There is a distinct pattern to injuries in pitchers. Most of the throwing injuries occur because of overextension, either by throwing too many innings or because of improper pitching techniques.

Breaking (curve) balls create more stress to the elbow than a fastball. The slider and the wide curveball place an increased stress on the elbow. And the skeletally immature athlete's elbow is especially vulnerable to injury while throwing these pitches. Injuries can be caused by changes in throwing techniques in young pitchers. Coaches should take what a player naturally has and try to refine it. Drastic changes in technique cause injuries.

Pitchers of high school age and younger should throw only one or two types of pitches, and a Little Leaguer should try to perfect one good type of pitch: the fastball. A young pitcher should develop his skills in the following order:

1) velocity;
2) control;
3) changeup, sinkers, cross seam pitches;
4) breaking balls.

Proper warm-up begins with gentle stretching of the throwing arm. This is then followed by low velocity short-distance throwing, progressing to greater velocity, long-distance throwing comparable to the distance the pitcher will be pitching.

Fatigue is probably the prime factor in shoulder injuries. Recognizing a tired pitcher is important in preventing injuries. A good indication is the number of pitches that have been thrown. Ball control is also an indication.

Pitching effectively demands 100 percent from the throwing arm. Less than 100 percent and the pitcher no longer becomes effective. So, remember, it is much easier to prevent injuries than to treat them.

Dr. Zimmer is an orthopedic surgeon at Beverly Hospital who specializes in sports-related injuries.

Times 6.14.88

Big step, minus one forward on Medicare

When it came, the vote by Congress to broaden the coverage of Medicare, the health program for the elderly, was overwhelming and bipartisan.

It will be welcomed and signed by President Reagan, who had moved for such legislation early on.

The congressman chiefly responsbile for the law was 87-year-old Claude Pepper of Florida. But he was disappointed that the legislation did not include provisions for long-term health care at home. That measure was rejected by the House because some members, although sympathetic to both the problem and the idea, could not accept the cost.

They will have to, in time.

This bill has broad support because health care for the elderly is everyone's concern. Almost every family has an elderly relative who either needs the kind of protection this bill affords, or faces the time when he or she will need it.

What it does is to provide catastrophic health insurance for all those over 65 years of age, or who otherwise qualify for Me
Those eligible must still pay the "up
once-a-year cost for hospitalization o
but that is all they will have to pay e
hospitalized for an entire year.

Currently, they pay the deductible
entitled to only 59 days a year. Anytl
yond that must either be covered by
surance or by the patient.

The benefits to take place after Dec. 31 will, therefore, prevent financial "catastrophe" for the patient.

---

a pound auction. Times 6.15.88

SCREENING: On July 20, the Center for Communication Disorders at Beverly Hospital will conduct a free Hearing and Speech Language Screening Clinic at Cable Emergency Center in Ipswich. The screening will be held from 9 a.m. to 1 p.m.

The screening is open to all area children three to six years of age. To arrange for an appointment for your child, please contact the Community Relations Department at Beverly Hospital by calling 922-3000, ext. 2480.

The testing will take place in the Conference Room at Cable Emergency on the lower level.

5/17/88

Hea

IP
nour
spee
year:
Wed

Th

vue, a language pathologist, and Donna McGovern, an audiologist. The clinic is open to all area residents.

Those wishing appointments may arrange them by contacting personnel in the community relations office at Beverly Hospital.

LYNN ITEM 6/15/88

Volunteers' president named

Nelda Quigley, director of volunteer services at Beverly Hospital, has been elected president of the Massachusetts Association of Directors of Healthcare Volunteer Services (MADHVS). Quigley, Beverly, is responsible for recruitment, training and activities of the 400-member junior and adult volunteer corps. She has been a member of MADHVS for five years and will be inducted at the annual association meeting in Salem June 17.

* * *

Support group meets

A cancer support group will meet at Beverly Hospital on the second and fourth Thursday of each month, 4-5:30 p.m. The first session is June 23 at the hospital. Admission is free and offers an opportunity to meet other cancer patients and family members to provide education and to exchange ideas and emotions. For more information, call Shirley Harris at 922-3000, ext. 2710.

* * *

Weight loss program

The Center of Nutritional Research, Beverly Hospital, offers ongoing programs to help with safe, effective, permanent weight loss. A fee orientation will be held Monday, 7 p.m., in the hospital lecture hall, and includes an overview of the program, fee structure and methods for success. Pre-registration is required. Call 922-3000, ext. 5000.

* * *

Health screenings set June 29

News 6.1[illegible].88

IPSWICH — Officials at the Cable Emergency Center remind area residents that they will conduct free diabetes and blood pressure screenings in cooperation with the Bay Area Visiting Nurse Association Wednesday, June 29 from 1 to 4 p.m. They said appointments are not needed for blood pressure testing, but those wishing to be screened for diabetes should call the community relations office at Beverly Hospital for an appointment.

Aldermen debate proposed co

6/21/88

By JOHN MOONEY
Times staff

BEVERLY – Proposed changes to the city's congregate elder housing law have split the Board of Aldermen's legal committee, but it appears at least some new restrictions will be adopted.

Aldermen are expected to start deliberations tonight on a proposed amendment to limit all new congregate projects to no more than five units per acre. The legal committee last week recommended the change.

Meanwhile, aldermen President David Vagos announced he would abstain from future deliberation on any congregate housing matters because of a possible conflict of interest with his job.

Vagos, who is chairman of the legal committee, is employed by Liberty Properties of Boston, a real estate firm that he said is considering such a housing project in Beverly. He declined to discuss specifics of the company's interest.

The legal committee first recommended the five-unit-per-acre restriction after the Planning Board's passage of the 190-unit Laurel Ridge project off Hale Street. The density of that project is just short of five units per acre, and, although it is exempt from any changes, it would meet the

---

Times 6/16/88

* * *

CANCER PROGRAM OK'D: The Beverly Hospital cancer program has been granted three-year approval by the Commission on Cancer of the American College of Surgeons.

The approval indicates that the program has successfully met the commission's criteria for educational, multidisciplinary exchange on cancer patient management, quality control and audits, and success of primary and secondary treatment through long-term follow-up.

The hospital cancer program is overseen by Donna Barnard, M.D., chairman of the cancer committee, and Mayo Johnson, M.D., cancer liaison physician.

The physicians and cancer program staff were commended for their efforts to maintain the program.

* * *

Support group begins

A cancer support group will meet at Beverly Hospital on the second and fourth Thursday of each month, starting on June 23 from 4 to 5:30 p.m. in the doctor's conference room.

The support group is free and offers an opportunity for cancer patients and their families to meet. The group will provide education, exchange of ideas and emotional support.

Those seeking further information may call group leader Shirley Harris, Beverly Hospital Social Service Department, 922-3000, extension 2710. Gloucester Times, Tuesday, June 21, 1988

Calendar

Ips. Chronicle 6/14/88

Speech, hearing tests offered

On July 20, the Center for Communication Disorders at Beverly Hospital will conduct a free hearing and speech language screening clinic at Cable Emergency Center in Ipswich.

The screening will be held from 9 a.m. to 1 p.m. The screenings will be conducted by Beverly Bellevue, a speech and language pathologist and Dona McGovern, an audiologist.

The screening is open to all area children 3-6 years of age. To arrange for an appointment, contact the community relations department at Beverly Hospital by calling 922-3000, extension 2480.

THE TIMES
FRIDAY
JUNE 17, 1988

THANK YOU LETTERS

Musical appreciated

We wish to express our sincerest appreciation to the directors, co-producers, cast, stage hands and everyone else, too numerous to mention, for giving us a hilarious presentation of "A Historical Musical" last Saturday evening at the Beverly High School. This factual history of Beverly Hospital's 100 years could not have been presented in a more professional manner.

It was quite evident that much thought and work was put into this production. The standing ovation at the conclusion of the

---

Tell it to the Times
927-8686

6/21/88

A 'hardy pat' is given

A historical musical presented on Saturday, June 11, celebrated the 100th birthday of Beverly Hospital. Many hospital employees from doctors to the many friends of the hospital from Beverly and surrounding towns, combined creativity and hours of hard work to stage this. The result was a production full of history, humor, nostalgia and lively music and dancing. Slides shown at intervals and used as backdrops for some themes traced the hospital's progress from the small, first building, to a larger building, to a still larger building, as well as vast changes in equipment and people. The whole thing was a pleasurable and informative evening, with a good-sized audience. I, for one, want to give everyone involved a hardy pat on the back.

Beverly

New restictions mulled for congregate housing

By JOHN MOONEY 6/21/88
Times staff

BEVERLY – Aldermen plan to propose a new restriction on congregate elderly

appease at
The boar
two orders
further stuc
orders last
Members
present a c
housing pro
The commi
density rest
Meanwhil
several othe
exemptions
The congr
were either
allows the h
units per ac
Mayor F.
order, while
restriction.
The legal
Monahan's p
ing for the el
tions are req
Monahan's p
But membe
tions, with
porting the fi
man Thomas
Fallon had
project on Ha

acre and lower density was needed. Doherty three units would be too restrictive, making projects economically impossible.

But last night, both said the four units would their concerns. Fallon said his proposal would likely required another public hearing.

The meeting was also attended by several int ed parties in the zoning debate, including Be Hospital President William Fanning. The hospit developer of the planned Laurel Ridge project.

Benjamin Eisenstadt, a lawyer for a group o dents opposed to the Hale Street project, also att and said his group has formally endorsed a two-unit per acre restriction. But he added it would probably support any additional safeguards.

"Four is better than nothing," the lawyer said afterward. "The law urgently

---

Congregate density debate flares anew

By JOHN NOVACK 6/20/88
News Staff

BEVERLY — Alderm
night are expected to vot
pose density restrictions
controversial congregate
housing laws.

But the proposed rest
aren't strict enough for
Aldermen Thomas C. Fall
said Friday he will subm
der which would restrict
further.

The aldermen's legal
committee voted last Thu
recommend the board
provision in the congre
derly housing which w
strict building density
units per acre.

The much-discussed
Ridge congregate elderl
of Beverly Hospital give
val by the city recently
about 4.8 units per acr
said. A large group of W

Ward 4 residents has mobilized under the name "R.S.V.P." (Resi-

Aldermen voted congregate elderly zoning into law last year as part of the updating to the city's

---

Planners stall Laurel Ridge back-up plan

6/22/88

By LISA KOSAN
Times staff

BEVERLY – The Planning Board last night planted a stop sign in front of requests by the developers of the Laurel Ridge congregate elderly housing project to allow lengthy dead-end roads in a 32-lot subdivision plan.

That subdivision plan was proposed as a back-up use for the same 39-acre Hale Street property that is designated for the congregate housing project.

Although the developers are hoping to go ahead with the congregate housing plans, the filing of the subdivision plans was a necessary technical maneuver to guarantee that the congregate housing

The subdivision plan was proposed as a back-up use for the same 39-acre Hale Street property that is designated for the congregate housing project.

the plans, Planning Board members and Commission of Public Works Alan Taubert said a complete overhaul of the road layouts would be necessary.

"Maybe the parcel is not sus-

Free clinic sponsored

IPSWICH — On Sept. 15, a free colorectal cancer clinic will be held at the Cable Emergency Center from 1-4 p.m. There will be no exam given, but participants will be given a take-home testing kit and instructions on how to use the kit at home. The kit will be returned to Cable Emergency where test results will be determined and participants will be notified

News 7/23/88

of test results. The clinic will be held in the conference room on the lower level of the center. There is no fee for this screening and all area residents are welcome to attend. To arrange for an appointment, call the community relations department at Beverly Hospital.

Blood pressure clinic set

IPSWICH — The Bay Area Visiting Nurse Association will conduct a blood pressure screening Wednesday, Aug. 21 from 9 to 11 a.m. in the lobby of the Cable Emergency Center. All area residents are welcome to attend and appointments are not necessary.

Lynn Item 6/22/88

er program commended

verly Hospital's cancer pro-
has been granted three-year
val by the Commission on
r of the American College of
ons. The approval indicates
ogram has successfully met
mmission's criteria for educa-
, multidisciplinary exchange
ancer patient management,
y control and audits, and suc-
of primary and secondary
nentthrough long-term follow-
hysicians and cancer program
were commended for their
s to maintain the program.

* * *

Hospital's parent corporation sells 11-acre parcel in Peabody

By LISA KOSAN
Times staff

6/22/88

BEVERLY – Beverly Hospital's parent corporation has sold property off Prospect Street in Peabody to a neighboring developer for $4,238,100.

According to deeds filed recently at the Registry of Deeds in Salem, Northeast Health Systems Inc. sold the property to Alvin Slotnick, trustee of the Kross Keys trust.

The 11.08-acre parcel, with an existing house and garage, will be the site of a 154-unit condominium complex across the street from the Kross Keys apartment complex. The development of three four-story buildings won recent approval from the Peabody City Council.

The land was originally scheduled to be part of the Magnetic Resonance Imaging Center that opened in February as a joint venture between Beverly Hospital, Salem Hospital, Addison Gilbert Hospital and AtlantiCare of Lynn.

"We had hoped to put in a second MRI (magnetic resonance imaging center) and a medical office building," said John Good, vice president of Beverly Hospital. "But instead of building an office building, we have leased space in a building that is already there."

Good said an ophthalmologist and rheumatologist use space in that building with more office space ready to be filled.

"Rather than create a building we used a building that was already up and had available square footage," Good said.

Good said the money from the sale goes directly to Northeast Health Systems and not to Beverly Hospital.

Beverly Hospital President Robert R. Fanning Jr. is also the president of Northeast Health Systems, Inc.

"We originally intended to haVe the land available for future expansion or other things," Good said. "But at this particular point we decided it would be better to get out."

BRIEFLY

Salem News 6/23/88

Cancer support group meets at hospital

BEVERLY — A cancer support group will meet at Beverly Hospital on the second and fourth Thursday of each month from 4-5:30 p.m.

The first session will be held today in the doctors' conference room.

The support group is free and offers an opportunity to meet with other cancer patients and family members.

For further information, contact group leader Shirley Harris, Beverly Hospital Social Service Department.

SUPPORT GROUP: The LOSS support group will meet on Tuesday, June 28, from 7-9 p.m. at the Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage, stillbirth or death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss.

There is no fee for the support group, which meets monthly in the hospital's library conference room.

For further information, contact the Social Service Department at 922-3000, ext. 2710.

Region 6/22/88

B

HOMECOMING ROAD RACE sponsored by Beverly Hospital on July 29 starting at Lynch Park in Beverly. Two mile walk-run at 6 p.m.; five mile TAC sanctioned race at 6:30 p.m. Pre-registration fees before July 22: $8 for two mile, $4 for five mile. Computerized timing, water sttions, trophies, t-shirts, refreshments. For applications call 922-3000, ext. 2480.

Peabody urologist charged with falsifying data on drug

Reuters

WASHINGTON – The Justice Department said yesterday that it charged a Massachusetts urologist with fabricating data about a new drug designed to treat urinary tract infections.

It charged that Dr. Constantine Kostas of Peabody, Mass., falsified data about two clinical studies he was to have conducted for a unit of Miles Laboratories Inc.

The studies were in support of an application for approval to market the drug, Ciprofloxacin, that Miles had intended to submit to the federal Food and Drug Administration.

Miles uncovered the alleged falsifications and withheld the results of Kostas' tests from the data it sent the agency.

The department charged that Kostas intended to defraud the firm and the FDA by submitting data to make it appear he had conducted the tests designed to show whether the drug was safe and effective when, in fact, he had not conducted the studies.

Kostas, who also was charged with mail fraud, faces a maximum penalty of 10 years in prison and a $500,000 fine if convicted.

Cricket 6/24/88

Support Group To Meet

The LOSS support group will meet on Tuesday, June 28 from 7-9 p.m. at the Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage, stillbirth or death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss.

There is no fee for the support group, which meets monthly in the hospital's library conference room.

For further information, contact the Social Service Department at 922-3000, ext. 2710.

Boxford Chronicle June 24, 1988

BABYSITTING CERTIFICATION COURSE

The Boxford Library offers a Babysitting Certification Course on July 18th and 19th given by personnel from Beverly Hospital. The course will include First Aid, Accident Prevention, Choking, Child Development, and more.

A fireman, policeman, a registered nurse and others with the aid of films will teach the course.

Register by July 11th at either library. The cost is $5 for the certificate. The time is 10 a.m. until noon each day.

Manchester Cricket

JUNE 24, 1988

Diabetes, Blood Pressure Screening At Cable Emergency

A free diabetes and blood pressure clinic will be held at Cable Emergency Center on Wednesday, June 29th from 1-4 p.m. This event is being sponsored by the Bay Area Visiting Nurse Association and the Cable Emergency Center of Beverly Hospital. To arrange for an appointment, please contact the community relations department at Beverly Hospital by calling 922-3000, ext. 2480.

Both screenings will take place in the conference room on the lower level of the Cable Emergency Center. All area residents are welcome.

Cable Emergency Center is located at the intersections of Rt. 1A & 133 at 126 County Road in Ipswich.

Item 6.25.88

* * *

Racing Calendar

June 25

Swampscott — North Shore Half-Marathon, 13.1 miles at 9 a.m. at Blocksidge Field ... Entry $8, post-entry $10 ... Call Roger Perham (581-2322) or Peter Monaco (598-2958) for information.

June 26

Winthrop — Michael's Mall Road Race, 3.1 and 6.2 miles at 9 a.m. at Michael's Mall ... Entry $6, post-entry $7 ... Call Paul Caruccio at 846-4687.

June 28

Danvers — Danvers Kiwanis Road Race, 10 kilometers at 6 p.m. at Danvers High School ... T-shirts to first 300, cash prizes, gift certificates and refreshments ... Also a 3.1 mile race walk ... Pre-entry $7, post-entry $8 ... Applications at Danvers BMW, Danvers Savings Bank and Brewer and Lord Insurance.

June 29

Lynn — Lynn Woods cross country races, 2.5 and 5 miles, 6:30 p.m. at Gannon Golf Course entrance to Lynn Woods ... Entry free ... Children's races ... Call 598-5022 for information.

June 30

Amesbury — Amesbury Hospital Road Race, 7 miles at 6:30 p.m. at Amesbury High School, Highland St. ... T-shirts to first 200, trophies, refreshments ... Entry $5, post-entry $6 ... Call 388-5060 or write: Amesbury Hospital Road Race, 24 Morrill Place, Amesbury MA 01913.

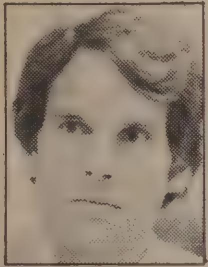
July 8

Swampscott — Dory Run, five miles at 6:30 at Blocksidge Field ... T-shirts, refreshments ... Entry $8, post-entry $10 ... Benefits Kristen Engstrom Scholarship Fund ... Applications at Athlete's Corner on Humphrey St.

July 29

Beverly — Homecoming Road Race, two mile fun run at 6 p.m. and five miles at 6:30 ... Pre-entry (before July 22) $4 and $8 ... T-shirts, refreshments prizes ... For applications, call 922-3000, ext. 2480.

Summer's heat can get a body down



6/25/88

SPORTS MEDICINE

By Dr. John Zimmer

Summer has arrived and, along with baseball, barbecues and beach outings, so have the dangers of heat-related illness.

Over the course of a long, cold winter, your body loses its ability to cope with higher temperatures. They only way to acclimatize yourself to hot weather sports activity is to follow a course of slow, gradual training in the heat. Such a program lessens the chance that your workouts – and your health – will be compromised by hot weather.

Last year at about this time, I had my own personal encounter with the heat. I was attempting the first documented solo double crossing of the Grand Canyon and had managed to deal with temperatures well above 100 degrees for almost 13 hours.

It was during the long and difficult climb out of the canyon, after having run almost 40 miles of exposed trail, that I somehow managed to grossly underestimate my water requirements. Within a span of 30 minutes, I began to experience nausea, dizziness and generalized weakness. The intense heat became overwhelming and I suddenly stopped sweating. It became so severe that I quite honestly thought I would fall off the edge of the trail and into the canyon floor hundreds of feet below.

Some quick thinking told me to crawl under an overhanging rock ledge to get out of the sun. After lying down for 30 minutes and rehydrating with plenty of water, my symptoms gradually dissipated and I was able to continue on and complete the run. Failure to recognize these symptoms of heat exhaustion could have spelled disaster, since there was absolutely no access to medical help in the depths of the canyon.

Fortunately, the human body has four mechanisms to promote heat loss. The first such mechanism is convection, which is defined as the transfer of heat from one place to another by the motion of a heated substance. Fans or blowers located in exercise areas or an outside wind

The second mechanism is conduction. Conduction is the transfer of heat between two objects of different temperatures that are in direct contact with each other. Individuals who take a cool shower following exercise are experiencing conductive heat loss. It is the same principle that helps cool competitors who are "hosed down" during distance running events.

The third mechanism of heat loss is radiation. Radiation heat transfer is the energy exchange betwen a surface and its surroundings through long-wave electromagnetic emissions. Heat may be lost or gained and this relates directly to the temperature of the exercise surface, i.e., asphalt jogging surfaces, concrete tennis courts, etc. Studies have shown that individuals are at greatest risk when there is little or no cloud cover and when radiation from the sun is most concentrated, usually between the hours of noon and 4 p.m.

The final avenue of heat loss is through evaporation. Evaporation occurs with a liquid, such as sweat on the surface of the skin, is changed to a vapor. The energy required for evaporation to occur is obtained from the higher temperature found on the skin surface. Adequate hydration is essential for the sweating mechanism to function properly. Sports participants should be encouraged to take frequent water breaks to assure sufficient hydration and to promote heat loss through evaporation.

When the relative humidity is high, heat loss by evaporation is slowed. For this reason, exercise in warm environments can be deemed safe only when the relative humidity, as well as the temperature, is considered. Sports enthusiasts working out under conditions of high temperature and high humidity are at greatest risk for developing heat-related problems.

Acclimatization is the technical name for a series of physiological changes that occur as your body adapts to hot weather. The first and most obvious of these changes is in your sweating mechansim. Once acclimatized, you will begin to sweat soon after you start to work out or exercise. Acclimatization can be accomplished in approximately two weeks, provided your workouts or runs are done at the right time and intensity.

Failure to acclimatize or modify your exercise heat-related illness. These disorders, in order of severity, are: 1) heat stress, 2) heat cramps, 3) heat exhaustion and 4) heat stroke.

Heat stress is caused by elevated body temperature and dehydration. Symptoms include thirst, tiredness, dizziness or visual impairment. To treat heat stress, stop running or play, get in the shade, and drink plenty of cool water. Heat cramps are usually experienced as muscle spasms, particularly in the calf musculature. They are probably due to an electrolyte imbalance and are often associated with prolonged intense exercise in very humid weather. To treat heat cramps, drink several glasses of commercial electrolyte replacement drink, such as Gatorade, and be sure to drink plenty of water.

Heat exhaustion is of greater concern. This condition is characterized by marked weakness, nausea, dizziness and profuse sweating. In its advanced state, there may be a sensation of chilling or a decrease in the rate of sweating. Anyone with these symptoms should immediately terminate their workout or sports activity and get to a cool place. It is preferable to lie in the shade and drink as much water as you comfortably can.

Heat stroke, on the other hand, is a life-threatening situation marked by cessation of sweating, extremely high body temperature and collapse of the thermal regulatory system. This may result in dangerously high elevation of body temperature – as high as 106 degrees. Anyone suffering from heat stroke needs to be seen by a doctor as soon as possible. In the meantime, move the participant to a shady area and attempt to lower the body temperature by any means at hand – alcohol rubs, ice packs or emersion of the body in cold water.

Those fortunate enough to recover from heat stroke may be more prone to heat disorders in the future. This increased susceptibility is probably due to damage of the thermal regulatory center located deep within the brain.

Whether you are playing softball, soccer or running the Grand Canyon this summer, staying cool in the heat is essential. With proper preparation and attention to the warning signs of heat-related illness, you should be able to

Beautiful Beginnings
BEVERLY HOSPITAL

Globe staff photo/Janet Knott

Obstetrical nurse Jacqueline McDiamid gives some pointers to Martha Hayward, who is about to check out of Beverly Hospital along with Emily. The work pace is quicker at a community hospital, McDiamid says.

Suburban hospitals face uphill battle

Soaring expenses, intense competition are taking their toll

By Tom Coakley
Globe Staff

6/26/88

BEVERLY – Thirty years ago, Edna Bertone had a baby at the brick hospital in this North Shore city of 37,000.

Last week, that baby, Deborah Henderson, gave birth to Edna Bertone's first grandchild in the same hospital.

It is this kind of generational continuity that typifies what a community hospital – such as Beverly Hospital – can mean to the people it serves.

Over the years, bruises are salved, cuts stitched, bones set. It can be the place where one enters the world and leaves it, all within a few miles of home.

Very often, the hospital is a prime employer in town. Its doctors and administrators are in the ranks of the town's elite. Nurses may find they are caring for friends or neighbors. The board of directors is a collection of prominent business, medical and professional people from the town and its environs.

In an era of grave and, some believe, ominous changes in health care, community hospitals fight to maintain that neighborly, deeply rooted, person-to-person character that is their hallmark.

The pressures are enormous.

Competition among community hospitals and their bigger in-town counterparts is intense.

In a state where hospital care costs exceed national averages, corporations, insurance companies and the government are clamoring for cost containment. At the same time, the expenses of sophisticated equipment and manpower – resources needed to compete – continue to increase.

Nurses are scarce. Doctors grumble about high malpractice costs in a litigious society. Some simply quit or retire early.

HOSPITAL, Page 48

Aldermen tighten congre

6/28/88

By JOHN MOONEY
Times staff

“

of three units an acre.

“Right now, we have nothing

approval of the Planning Board.

The controversial 190-unit Laurel Ridge complex planned for Hale Street is just short of five units an acre.

The board's legal committee had expected to recommend even tighter restrictions, to four units per acre.

But the city legal department said the amended recommendation would require a new public process, and the committee chose to vote the lesser density restriction until the new review could be completed.

“We have to get something on the books,” said Ward 6 Alderman Thomas Fallon, who initially proposed an even tougher restriction

---

Salem News 6.28.88

Congregate density now has limits

BEVERLY — Congregate elderly housing projects now have a density restriction of five units per acre, but the new amendment may be tightened further.

By unanimous vote, aldermen Monday put in place wording in the congregate elderly housing zoning a definition on how dense the project may be. When aldermen voted to accept congregate housing zoning last year, there were no density requirements.

Ward 6 Alderman Thomas C. Fallon, who voted in favor of the five units amendment Monday, announced before the vote he will soon file a proposal to tighten the density to four units per acre. When Fallon submits the plan, aldermen and the Planning Board will hold a public hearing before aldermen take final action on the controversial matter.

Fallon previously favored imposing density restrictions of three units per acre.

The only congregate housing project to win city approval, the 190-unit Laurel Ridge project off Hale Street at Endicott College, has a density of about 4.8 units per acre, aldermen said. A number of Ward 6 and Ward 4 neighbors opposed to the project have banded together as Residents Seeking a Voice in Planning, and have lobbied aldermen to either eliminate congregate elderly housing or impose density requirements.

Aldermen did vote Monday against eliminating the concept totally from zoning, as proposed by Mayor F. John Monahan.

Congregate housing, a concept advocated for elders who can live on their own but who may need some medical attention, allows for private apartments but certain shared living quarters, such as kitchens.

DIABETES, BLOOD PRESSURE CLINIC: A free diabetes and blood pressure clinic will be held at Cable Emergency Center on Wednesday, June 29, from 1 to 4 p.m.

This event is being sponsored by the Bay Area Visiting Nurse Association and the Cable Emergency Center of Beverly Hospital. To arrange for an appointment, please contact the Community Relations Department at Beverly Hospital by calling 922-3000, ext. 2480.

Both screenings will take place in the conference room, on the lower level of the Cable Emergency Center. All area residents are welcome to attend.

Cable Emergency Center is located at the intersections of Route's 1A & 133 at 126 County Road in Ipswich.

HEARING AND LANGUAGE SCREENING: On July 20, the Center for Communication Disorders at Beverly Hospital will conduct a free hearing and speech language screening clinic in the Conference Room at Cable Emergency Center, in Ipswich.

The screening will be held from 9 a.m. to 1 p.m. The screening will be conducted by Beverly Bellevue, M.A.T., CC-SP, Speech/Language Pathologist and Dona McGovern, M.A., CCC-A, Audiologist.

The screening is open to all area children three to six years of age. To arrange for an appointment for your child, please contact the Community Relations Department at Beverly Hospital by calling 922-3000, ext. 2480.

Times 6/28/88

HEARIN

the Center for Communi conduct a free Hearing and Speech Language Cable Emergency Center in Ipswich. The screening clinic will be held from 9 a.m. to 1 p.m. The screenings will be conducted by Beverly Bellevue M.A.T., CC-SP, Speech/Language Pathologist and Donna McGovern, M.A., CCC-A, Audiologist.

The screening is open to all area children three to six years of age. To arrange for an appointment for your child, please contact the Community Relations Department at Beverly Hospital by calling 922-3000, ext. 2480.

The testing will take place in the conference room at Cable Emergency on the lower level.

Times 6/22/88

Ipswich 6/

Hearing clinic offered at Cable

On July 20 the Center for Communication Disorders at Beverly Hospital will conduct a free hearing and speech language screening clinic at Cable Emergency Center in Ipswich.

The screening will be held from 9 a.m. to 1 p.m. The screenings will be conducted by Beverly Bellevue, a speech and language pathologist and by Dona McGovern, an audiologist.

The screening is open to all area children 3-6 years of age. To arrange for an appointment for your child, call the community relations department at Beverly Hospital at 922-3000, ext. 2480.

Cable Emergency Center is located at 126 County Road at the intersection of routes 1A and 133. The testing will take place in the Conference Room at Cable Emergency on the lower level.

THE MANCHESTER CRICKET

Dr. Charles A. Herrick—

Manchester Cricket
7/1/88

OBITUARIES

Dr. Charles A. Herrick, at 80; practiced 46 years in Manchester

By Amy Callahan
Contributing Reporter

Globe

Dr. Charles A. Herrick, a family doctor who lived in Manchester most of his life and practiced 46 years there, died yesterday in a nursing home in Beverly. He was 80.

Upon his retirement in 1978, more than 400 townspeople gathered in the Manchester Memorial School gymnasium to bid farewell to their family doctor and the tradition that retired with him.

The selectmen proclaimed the day as Dr. Charles A. Herrick Appreciation Day, and a committee raised more than $13,000 for a scholarship fund to Tufts University School of Medicine, Dr. Herrick's alma mater.

Doc Herrick, as he was known, had an office in a white house next to the bank in the center of town and was known for his reassuring bedside manner and personal concern. He even made house calls.

He was considered by most townspeople to be not only a doctor, but a neighbor, counselor and friend.

Dr. Herrick was a former president of the Essex South District Medical Society, a member of the Massachusetts chapter of the American Academy of Family Physicians, and a fellow of the American Academy of Family Physicians.

He was a staff member at Beverly Hospital, where he belonged to the cardiac care committee and the utilization review. He also was a physician advisor to the Cancer Registry and was medical director of quality assurance.

Dr. Herrick served on the Massachusetts Medical Society's committee on member insurance programs and was a member of the Joint Conference Committee of Physicians, Dentists and Pharmacists.

He was a past president of the Manchester Club and belonged to the Amaral Bailey American Legion Post 113.

He was a member of the Manchester Lodge of Masons, the Massachusetts Medical Society, the American Medical Association and the One Hundred Club of Massachusetts. He was a doctor on a Navy ship during World War II and retired from the Naval Reserve as a commander.

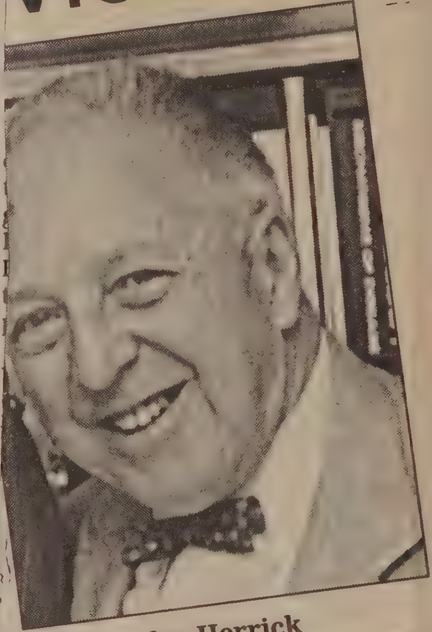
Born in Beverly, Dr. Herrick graduated from Tufts University and the Tufts medical school, and served his internship at Cambridge City Hospital in 1931-32.

He leaves his wife, Esther (Frost); two sons, John B. of Manchester and Peter P. of Maryland; six grandchildren; and two great-grandchildren.

A memorial service will be held Thursday at 11 a.m. in the First Parish Chapel in Manchester.

---

career
vice



Dr. Charles Herrick

---

e was a very loving and

Physician, page A12

people who had marital problems, ms, emotional problems – anything." emembered Dr. Herrick as a small-town door was always open to those in need. drop in if they were having problems at e would listen to them. Everyone loved d he had a lot of love to give.

such a dedicated guy that he'd go out ours of the night. It could be 3 a.m. on a a rainstorm and he'd go," said Needham. retired, he was irritated that some of us ng to find other doctors. He wanted us to im even though he had stopped."

rick wasn't concerned about impressing ther, Needham said. "He didn't drive fancy he wasn't interested in status symbols. He

---

nmunity

a program. I think he lived those

ads, in part: *Lord, make me an ur peace; where there is hatred, let re there is doubt, let me sow faith; pair, hope; where there is darkness, there is sadness, joy.*

grew up in Beverly, in a house riscoe Junior High School site. His ntor at the old United Shoe Machin- errick was the smartest kid at the

nd Tufts, to its ack to Beverly

ie Herrick was ey's steak and was a good that Charlie ned, and was many physi- in whatever pan is short.

ner that too old days. I hit the roof.

page A10

Beverly celebrates its Homecoming

By Christine Hoffman
Staff Reporter

BEVERLY — Concerts in the park, harbor cruises and fireworks are just some of the activities available during the Beverly Homecoming the week of July 31 through August 7.

The Pre-Homecoming Road Race kicks off the annual event July 29. The five mile race and two mile fun walk/run are sponsored by Beverly Hospital.

Lobsters invade Lynch Park August 3 during the Lobster Festival from 1:00 p.m.-6:30 p.m.

Winners of the Lip Sync Contest

indulge in the Buffalo Barbeque in the afternoon.

Throughout the week visitors can take nightly, luncheon and historic cruises around the harbor.

[illegible]

Times 7/25/88

CANCER CLINIC: On Sept. 15, a free Colorectal Cancer Clinic will be held at Cable Emergency Center, from 1 to 4 p.m. There will be no exam given.

Participants will be given a take-home testing kit and instructions on how to use the kit at home. The kit will be returned to Cable Emergency, where test results will be determined and participants will be notified of test results. The clinic will be conducted by Renee Burke, R.N., an oncology nurse and it will be held in the Conference Room, on the lower level of the Center.

The kits have been made available by the American Cancer Society. There is no fee for this screening and all area residents are welcome to attend.

Although walk-in guests are welcome, to alleviate any waiting, pre-registration is required by calling the Community Relations Department at 922-3000, ext. 2380. For those attending, it will be possible to pick up the kits and information for other family members.

Free screening planned

Salem News

IPSWICH — On July 20, the Center for Commun Beverly Hospital will conduct a free hearing a screening clinic at the Cable Emergency Cent screening will be held from 9 a.m. to 1 p.m. and Beverly Bellevue, speech/language pathologist, a audiologist. The screening is open to all area chil ntact the com ing will take e lower leve

---

HOMECOMING ROAD RACE sponsored by Beverly Hospital on July 29 starting at Lynch Park in Beverly. Two mile walk-run at 6 p.m.; five mile TAC sanctioned race at 6:30 p.m. Pre-registration fees before July 22: $8 for two mile, $4 for five mile. Computerized timing, water sttions, trophies, t-shirts, refreshments. For applications call 922-3000, ext. 2480.

Ticket 7/1/88

C. Lee Herter

Herter Elected To Bowdoin Governing Board

Two new trustees and six new overseers were elected to the Bowdoin College governing boards at the May 27 meeting on campus.

Among the new trustees, elected to eight-year terms, is C. Lee Herter of Manchester, an active volunteer for many organizations. She had served as an overseer since 1976.

Today's Magazine, July 198

About The Towns, continued

ease and now seldom visits his country house in Ipswich."

NEWS FROM CABLE EMERGENCY AND BEVERY HOSPITAL

A free hearing and speech language screening clinic will be held at Cable Emergency Center on Wednesday, July 20 from 9 a.m. to 1 p.m.. It will be conducted by Beverly Hospital's Center for Communication Disorders.

The screening is open to all area youngsters 3 to 6 years old. For an appointment, call Community Relations at 922-3000, Extension 2480.

NEW DIAGNOTIC DEVICE AVAILABLE TO NORTH SHORE

Looking at the inside of the human body from the outside has long been a helpful method of diagnosis. Starting with the discovery of X-rays in 1895, to the groundbreaking work of Edward Purcell of Harvard and Felix Block of Stanford in 1952, non-invasive diagnostic tools have become increasingly sophisticated.

Now comes Magnetic Resonance (MR) imaging, a new technique developed by Purcell and Bloch, which provides a visual image for a physician of internal organs and structures. The MR pioneers were awarded a Pulitzer Prize for their work which involves the use of a strong magnetic field.

A joint venture of Beverly and Salem Addison Gilbert Hospitals and AtlantiCare Medical Center, the $2.4 million facility offers the most modern radiologic imaging technology available to the area It is located at 68 Prospect st. in Peabody where it is expected that more than 3,000 MR procedures a year will be performed.

In practice, this magnetic field aligns nuclei in the body's hydrogen atoms in one direction. Then, those nuclei are moved with radio frequency pulses.

MR measures the speed at which nuclei realign themselves between radio pulses. This measurement provides information on the character of the tissue being examined.Although there are no known side effects from a properly conducted MR scan, patients must be carefully screened before an exam because metal in any shape can cause problems.

For instance, if one stood in the MR room with a metal screwdriver in hand and the machine were turned on, the screwdriver would be pulled into it by magnetic force.

Before an MR exam, the patient is asked to remove any credit card, coins, keys, bobby pins and even eye shadow that may have metallic flakes.

Those with pacemakers are not candidates for MR exams since the radio frequency used can shut down them down. And metal implants within the body such as surgical clips or pins could be moved around, much like the screwdriver.

Actually, the procedure is fairly simple. The patient is placed on a padded exam table and strapped to prevent movement. The table then slide into a cylindrical apparatus.

If one has a tendency to claustrophobia, the close confinement might make one

Continued on Page SIX

Globe staff photo/Joanne Rathe

Robin Hayes, 25, of Cambridge questions Dr. David Link as she holds her first child, Kerri Hanely, one day old, during her two-day hospital stay in Cambridge City Hospital.

Insurers' limits on hospital stays cause concern for new mothers

First of two articles
By Suzanne Gordon
Special to the Globe

At one time American women who delivered babies stayed in the hospital for a week or more. Today things have changed for the more than three million women nationwide who deliver each year – including 83,000 in Massachusetts.

If they have a routine labor and delivery, they can expect to be discharged within 48 hours whether they feel they are ready to go home or not.

In the past decade, most health maintenance organizations and insurers have decided that they will pay only for a maximum of 48 hours in the hospital for routine deliveries and three to four days for Caesarian sections.

This change in policy, say mothers, health care providers and health policy specialists, is producing the following effects:

- Mothers rushed out of the hospital may not have recovered fully from the ordeal of labor and delivery. They are often extremely weak and may develop medical complications that either force re-hospitalization or make them vulnerable to postpartum illnesses.
- Shorter stays in the hospital may not allow pediatricians to observe newborns adequately. After they have returned home, they may develop serious health problems that would have been detected earlier in the hospital.
- Newborn-screening programs for a variety of metabolic illnesses are jeopardized by shorter hospital stays.
- New mothers who are forced to leave the hospital too quickly are deprived of the education experienced nursing staff can provide. This can cause greater stress for many inexperienced first-time parents and is of increasing concern among physicians who treat younger, low-income women who may be poorly prepared for motherhood.

The trend in reduction of the average length of stay for maternity patients is part of a general effort by insurance companies, hospitals and health maintenance organizations to reduce spiraling medical costs and maintain or increase profits.

In January 1987, for example, both Blue Cross and Blue Shield of Massachusetts, which covers 3.1 million Massachusetts residents, and Bay State Health Care, a so-called preferred provider organization that serves some 220,000 people in Southeastern New England, promulgated guidelines that stated that under most of their plans, 48 hours would be the "appropriate" length of stay for a routine labor and delivery. Blue Cross-Blue Shield and Bay State are the two biggest insurers in the state.

Some offer home visits

Some have introduced programs that provide visits from a nurse and home health care assistance for mothers who leave the hospital after 24 hours or less.

Because maternity stays represent 16 percent of all hospitalizations, the profit-making health care industry and companies for which they provide coverage have found it cost effective to try to develop length-of-stay guidelines to cut costs in this area as much as possible.

In 1987, for example, 10,843 births to Master Health Plus members were reported by Massachusetts Blue Cross-Blue Shield Master Health Care benefit recipients. Of these, 2,957 were Caesarians; and 7,886 were normal vaginal deliveries.

Blue Cross-Blue Shield said it saved about $200 on each regular delivery and about $647 on each Caesarian delivery compared with expenditures prior to the efforts to reduce the length of stay.

Fay Donahue-Rolfe, vice president of marketing support and products management for Massachusetts Blue Cross-Blue Shield, said, "We had a phenomenon nationally where length of stay in maternity was coming down. We had a program in place where we were looking at every single admission, and the combination of

MATERNITY, Page 23

Boston Globe July 4

may need.

vised by a local obstetrician. After

Christine Dronan, an obstetrical nurse at Beverly Hospital.

"the hospital was incredibly val

Bev. Times 7/5/88

Plenty To Do At BH . . .

At the recent awarding of pins to Beverly Hospital volunteers, Bette Goodchild, member of the volunteer office, received her 1500 hour pin.

Others who were recognized for their volunteer work were: Donna Carr, Tips, 100 hours; Mary Cempellin, pre-admission, 100 hours; Marion Greenlaw, patient visitior, 1000 hours; Carmel Zampell, community relations and Tips, 100 hours; Betty Cole, gift cart, 1000 hours; Susan Sharkey, coffee shop, 500 hours; Cindy Comeau, candy striper, 100 hours.

There are still volunteer opportunities open. Ed McCarthy needs clerical help two mornings a week. He will train in the duties and is hoping to find someone who can input data.

At Ledgewood Nursing Care Center there is a need for someone to answer phones on weekends. Any amount of time would be gratefully received. Contact Laurie, 921-1392.

Anyone looking for exercise might try taking medical records between the Emergency Room and the Record Room Saturdays from 7 a.m. to 3 p.m. or any part of that time.

Or perhaps you would like to make sandwiches, pour coffee and tonic, cook a hamburger or wipe tables. A schedule can be arranged for you at the busy coffee shop.

Beverly Hospital Open

DANVERS — The Beverly Hospital Open, an 18-hole scramble tournament to benefit the local medical facility, will be held at Tara Ferncroft on Monday, Aug. 15, starting at 1 p.m.

The $150 entry fee will cover golf, golf car, dinner and prizes.

For details, call Liz O'Connell 22-3000, ext. 2486.

7 1.88

Ferncroft hosts benefit golf tourney for Beverly Hospital

A golf tournament to benefit Beverly Hospital will be held Monday, Aug. 15, at the Sheraton Tara Hotel at Ferncroft Village in Danvers.

It will be a 1 p.m. shotgun start and scramble format. The fee is $150 and includes dinner and prizes. For details, contact Liz O'Connell at 922-3000, ext. 2486.

Rian Times 7.6.88

GOLF TOURNAMENT: Beverly Hospital will hold a gold tournament on Monday, Aug. 15, at the Sheraton Tara Hotel at Ferncroft Village, Danvers. Shutgun start is at 1 p.m. and includes a scramble format. Fee of $150, includes dinner and prizes. Proceeds to benefit the hospital. For details, contact Liz O'Connell at 922-3000, ext. 2486. Bev Times 7/7/88

Times 7/7/88

STROKE MEETING: The monthly meeting of t Beverly/Danvers Stroke Club will be held on Thu day, July 7, at 1 p.m. at the Beverly Hospi Lecture Hall, Herrick Road, Beverly.

Natalie Wilgorin, will lead a discussion on copi with the effects of strokes. Family and friends a always welcome to the meeting. Refreshments and conversation follow the program.

Easter Seal Stroke Clubs are comprised of people who have had a stroke, their families and friends. Each club is designed to offer peer group support among members and is a member's best resource for developing understanding of his/her disability.

For information about Easter Seal Stroke Clubs or other services, contact Shirley Symons at the Easter Seal Northeast Regional Office at 683-1259.

Bev Time 7/6

HOMECOMING ROAD RACE: Beverly Hospital will sponsor a Homecoming Road Race July 29, starting at Lynch Park, Beverly. The two-mile walk-/run begins at 6 p.m.; the five-mile TAC-sanctioned race at 6:30 p.m. Pre-registration fees before July 22: $8 for two-mile $4 for five-mile. Computerized timing, water stations, trophies, T-shirts, refreshments. For applications, call 922-3000, ext. 2480.

NEW MEDICAL STAFF: The Beverly Hospital medical staff recently elected new officers and department chiefs to serve a one-year term, effective July 1.

Officers of the staff are Walter B. Clayton, M.D., president; Bryant Barnard, M.D., president-elect; and Francis X. Cleary, M.D., secretary-treasurer.

Chiefs of departments are Rajnikant Patel, M.D., anesthesia; Elliott Cohen, M.D., emergency and outpatient clinical services; Michael Edwards, M.D., family practice; David Lebwohl, M.D., medicine; Stephen Wolanske, M.D., obstetrics and gynecology; James Brown, M.D., pathology; Gilbert Norwood, M.D., pediatrics; Woodrow Havens, M.D., psychiatry; William Otto, M.D., radiology; and Randolph Maloney, M.D., surgery.

Donna Barnard, M.D., and David Koh, M.D., were elected members-at-large to the medical staff executive committee. Richard Einhorn M.D. and John Zimmer, M.D. will serve as representatives to the Beverly Hospital Board of Trustees.

Also elected were the following directors: David Koh, M.D., cardiology; Joel Shelkrot, M.D., dialysis; Randolph Maloney, M.D., intensive care unit; Robert Tufts, M.D. respiratory/pulmonary; Brian Ott M.D., medical education; Donna Barnard, M.D., quality assurance; and Michael Edwards, M.D., utilization review.

Bev Times 7/7

Stroke Club meets today

The monthly meeting of the Beverly/Danvers Stroke Club will be held today, July 7, at 1 p.m., at the Beverly Hospital Lecture Hall, Herrick Road, Beverly.

Natalie Wilgorin, R.N., C.S., will lead a discussion on coping with the effects of strokes. Family and friends are always welcome. Refreshments and conversation will follow the program.

Easter Seal Stroke Clubs are comprised of people who have had a stroke, their families and friends. Each club is designed to offer peer group support among members and is a member's best resource for developing understanding of his/her disability.

For more information, call Shirley Symons at the Easter Seal Northeast Regional Office, 683-1259. Danvers Herald 7/7

Ips. Chr. 7/7

Willowdale Medical Center Inc.

**205 Willow St.
So. Hamilton, MA 01982
Tel. 468-4101**

We are pleased to announce the arrival to our staff of:

Ms. Elaine Lee Nurse Practitioner
available for child care, routine physicals,
gynecology and health education, etc.

Also

Dr. Amy Fitzpatrick formerly of Danvers & Ipswich
will commence her office practice
for **Family Medicine** from July 1st 1988

New doctor to

Boxford Chronicle
July 8, 1988 ✓

Page 8

HEARING AND SPEECH LANGUAGE SCREENING

On July 20th, the Center for Communication Disorders at Beverly Hospital will conduct a free hearing and speech language screening clinic at Cable Emergency Center in Ipswich. The screening will be held from 9 a.m. to 1 p.m. The screenings will be conducted by Beverly Bellevue, M.A.T., CC-SP, Speech/language Pathologist and Dona McGovern, M.A., CCC-A, Audiologist.

The screening is open to all area children 3 to 6 years of age. To arrange for an appointment for your child, please contact the Community Relations Department at Beverly Hospital by calling 922-3000, Extension 2480.

The testing will take place in the conference room at Cable Emergency on the lower level.

MONDAY, JULY 11, 1988 30 Cents

Children's Hospital n jeopardy

MARY MILLER
vs Staff

ALEM — North Shore Children's Hospital is running out of ney and is scrambling to find a buyer so that it can remain n.

fter years of spiraling medical costs and ambitious growth 50-bed hospital has enough money for only a "few more ks" of operation, said trustee John A. Boris Sunday.

aychecks have bounced, 20 to 25 layoffs are expected, and e suppliers haven't been paid in months. According to Frank homson, assistant administrator, the hospital's deficit could h $1 million by the end of the fiscal year, Sept. 1.

lso, the chief administrator and some trustees had to resign Thursday because the hospital couldn't afford their liability rance.

ill, officials are insisting the 78-year-old hospital will remain n with the help of the state and a dedicated staff.

ollowing emergency meetings over the weekend, the state it would step in and pay the bills if necessary to save the ital, according to Boris.

today enough money will be in the bank to cover the ced checks and this week's $90,000 payroll, he said.

gotiations have already begun to try to sell the hospital,

HOSPITAL
(Continued on page 8)

THE TIMES
MONDAY
JULY 11, 1988

Woman named trustee at college

By AMY ASH NIXON
Times staff

MANCHESTER – After serving for 12 years as an overseer to Bowdoin College in Brunswick, Maine, C. Lee Herter of Boardman Avenue recently had a new feather added to her cap.

Herter was named one of two new trustees to the four-year liberal arts school at a recent meeting of the college's governing boards. Herter has served as an active volunteer for many groups and organizations and has worked at Beverly Hospital for many years besides the college and joins the board of trustees to continue her service to the school.

As one of the college's first female overseers after it became coeducational and wanting to begin appointing women but had no women alumni to choose from, Herter was asked to serve during the time her two sons, David and Ned, were in college there.

"I don't know if they were proud of me or if they were saying to themselves, 'Hey, what's mom doing taking over our school,' " said Herter from her home on Friday afternoon.

Herter said she had made her farewell speech and accepted a pewter plate for her 12 years of service as overseer when she learned the college wanted to welcome her back as one of its 14 trustees.

With her acceptance of the seat, Herter now embarks on an additional eight years of service to the college, she said.

"It's nice not to have to say goodbye, and now I'll be involved for eight more years," said Herter. "I'm extremely proud and pleased to have become a trustee."

Also appointed a new trustee to the college was Carolyn Walch Slayman of Hamden, Conn., who heads the department of human genetics and physiology at Yale University's Medical School.

Like Herter, Slayman had also served Bowdoin for the past 12 years as an overseer.

C. Lee Herter

* * * Times 1/12/88

HOSPITAL CLOSER TO KIDNEY HELP: Beverly Hospital recently won approval for a mobile medical unit that would allow doctors to treat kidney stones with the help of sound waves. The Public Health Council approved the services that would be shared by Beverly and six other hospitals. The hospital expects to perform approximately 60 lithotripsy procedures, or the destruction of kidney stones, each year. The specific equipment will still have to be approved but hospital officials say the major hurdle has been passed. Patients now have to be treated in Boston or New Hampshire.

Cityscenes, a column about Beverly written by reporters on the city staff, appears in the Times on Tuesday and Thursday.

---

ers company o

2/88

WESLEY
staff

chnomed Interna-
ful kidney and gall
l soon be part of the

ional Inc., a
as perfected the
treatment of gall stones and kidney stones. Their new, portable machines use sound waves to treat both ailments.

The Sonolith 3000 lithotripter is the first product brought to the market by the

Portable servi

By KEVIN
Times

DANVERS – Techonomed Internationa
tic Technologies Management this week t
Washington state later this summer.

The Sonolith 3000 Trans/Mobile is a no
treat gallbladder stones in hospitals t
patients the opportunity to use the new

Although the portable technology ha
months, the portable lithotripter will be
States. Until now, non-surgical lithotrips
ary devices in large urban medical cent

The Sonolith 3000 uses sound waves
stones, which then can be eliminated
conventional suregery, and requires no

Technomed International is currently
a transportable mobile lithotripter.

The machine will travel from hospital
machine is compact enough to travel ea

Costs of the machine will be shared a
machine, which can adapt to each hospi
treatment, observation and conferences.

In a related development, Beverly H
request for mobile lithotripsy services
approved by the Public Health Council.
lithotripsy procedures annually.

Along with Beverly, the other hospit
Memorial, Lowell General, Newton Well
The hospitals are still in the process of sel

According to John P. Heinrich, presid
the lithotripter offers advantages to both
The machine can easily be adapted to ea
has psychological benefits since he or she
treatment, and be in the care of his or h

For the hospitals, the installation is q
used, dismantled and transported to its

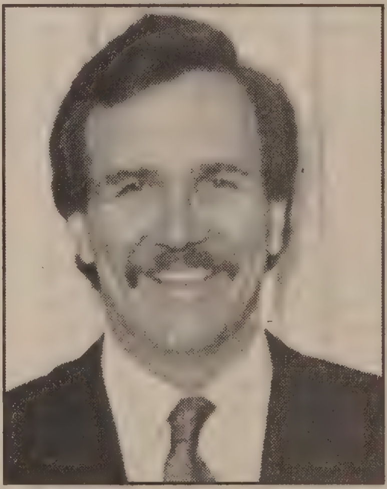
The Sonolith 3000 now being used in
used to treat seven or eight patients each
the portable lithotripter has been identic

Heinrich said treatments will begin late
by the Food and Drug Administration.

trading them on the

Nursing-home beds needed, Lanzikos says

By JOHN LAIDLER
News Staff



PAUL J. LANZIKOS
secretary of Elder Affairs

BOSTON — State Secretary of Elder Affairs Paul J. Lanzikos said he plans to press for an increase in nursing home beds in the commonwealth to meet the critical shortage in that area.

Lanzikos said his office is filing a formal request with the state's Public Health Council to authorize an additional 700 beds to be built or reopened in nursing homes.

The action is one of several Lanzikos said he is undertaking in response to the growing difficulty elders face in getting into nursing homes.

The elderly affairs secretary, a Beverly resident and formerly administrator of Beverly Hospital's nursing care center, made his remarks during an interview at the office of the *Salem Evening News.*

nursing home beds, to adjust its formula to meet the increased demand. He said he would also ask them to reopen applications for a number of beds approved earlier but never built.

Meanwhile, Lanzikos, who took his post last year, said he is making administrative changes he hopes will make it easier for nurs-

Hospital's role termed 'vital'

7/13/88

By **MARY MILLER**
News Staff

SALEM — Services provided by North Shore Children's Hospital are vital to children and would be difficult to replace if the hospital were to fold, doctors said at local hospitals Tuesday.

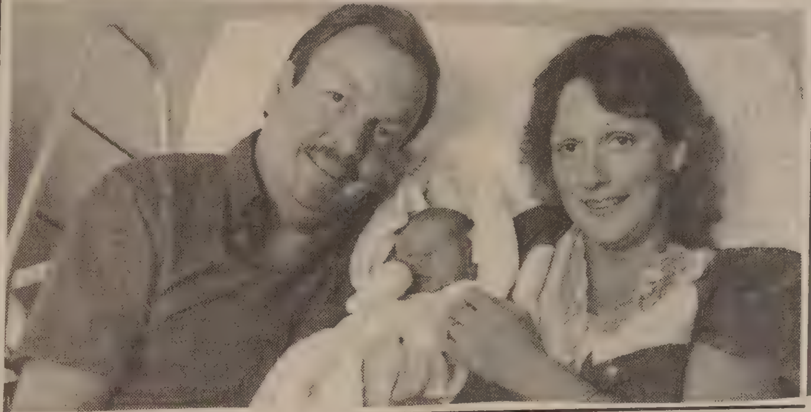
The children's hospital's mental health programs, which are not provided anywhere else in the immediate area, are especially important, doctors said.

North Shore Children's Hospital faces a $1.4 million deficit and parent company, Healthnet Corporation, is scrambling to find a buyer to bail out the troubled facility. Officials scheduled a press conference late today to discuss the fiscal sit

'Ma
need
hospit
shoulc
in the
the c
cared
Dr. Gi

way of c
Dr. Walt
pediatric
Center ir

Proud Parents



IPSWICH

Cable Gardens development to break ground in November

By **TIM TOZIER**
Times staff

7/13/88

IPSWICH – Cable Gardens, a 70-unit congregate elderly housing development to be located in the old Cable Hospital building will break ground in November, said Town Manager George E. Howe.

Cable Gardens, along with Oak Hill, a proposed site for low-income elderly congregate housing next to the Baptist Church, are the only two sites to win comprehensive building permits in recent years.

Beverly Hospital and Harbor Development of Lynn have joined forces to form a limited partnership for the conversion of the vacated Cable Hospital building.

Last year, Ipswich received a $2.4 million grant from the Housing and Urban Development agency (HUD), which they will loan to the partnership. This grant will be supplemented by a mortgage from the Massachusetts Housing and Finance Agency and funding from the Executive Office of Communities and Development, according to the Beverly Hospital annual report.

"All parties involved in this project have agreed to make sure for the first 20 years the units continue to be subsidized," Howe said.

Howe said the price breakdown of units at Cable Gardens will offer 60 percent at fair market prices and 40 percent at subsidized prices.

Cable Gardens will include a meals program, health maintenance services, an adult day care center and new offices for the Bay Area Visiting Nurse Association. "The first tenants at the project are not going to be anything more than tennants," Howe said.

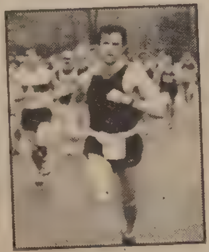
Cable Gardens will include a meals program, health maintenance services, an adult day care center and new offices for the Bay Area Visiting Nurse Association.

Also Tuesday, Howe said that selectmen used an executive session at their last meeting to narrow down the field of sites for studies to be done on low-income housing.

"The board wanted to make sure that they weren't spending money on studies that were already being looked at by the Housing Authority," Howe said. Howe said it would have wasted money to study sites already under study by the Housing Authority because that agency had the money and authority to purchase and develop land without having to go before a town meeting.

The additional 20 units of low-income family housing proposed for the near future will give Ipswich nearly a 10 percent ratio of low-income housing, Howe said.

Trying out training in the open sea



SPORTS MEDICINE

By Dr. John Boyle

Swimming is the most popular recreational sports activity in America. Recent surveys show swimming still surpasses running, cycling, tennis and golf as our No. 1 form of fitness activity.

Most swimmers work out and train at area YMCA's, community centers or health clubs. A small handful have the good fortune of having access to an outdoor pool during warmer weather. And then there is the rare individual who shuns the pool completely for the open waters of our local beaches.

"How can anyone in their right mind even consider swimming in water that cold?" you might be wondering. Well, I asked myself the same question three years ago after moving to the North Shore area. I was trying to deal with a ruptured disc at that time, and was unable to maintain my usual running program.

Swimming was a viable alternative, and I quickly worked up to a mile and a half in a day. After two months of this, the chlorine began to affect my brain and I began to seriously think about training in the ocean, which was far more aesthetically pleasing than looking at a black stripe on the bottom of the pool. Friends told me, however, that nobody swam in the ocean as me, however, that nobody swam in the ocean as it was far too cold to tolerate for any longer than

Swimmers contemplating a switch to open training need to abide by certain guidelines. First, a training base should be established in the pool and maintained until the swimmer is certain he or she can easily swim a given distance. Next, a safe off-shore area should be chosen as the desired training site. Unpredictable surf, tides and undertow should be avoided at all costs. Training should be done with a partner whenever possible.

Easily identified objects on the shore line should be used as markers to maintain the swimmer's progress in a straight line. Landmark spotting requires a quick head-lift out of the water every 10 to 15 strokes. Bilateral breathing is extremely advantageous, helping to maintain a sense of direction and ultimately in assessing position of other swimmers during competition. Remember that direction (or lack of it) is a major problem open water swimmers must overcome.

Perhaps the most important aspect of ocean swimming is adaptation to the cold water. It is true that cold water tends to, as Jimmy Buffett once put it, "make your appendages small." Cold water swimming goes far beyond that, however, and the major risk all ocean swimmers face pertains to hypothermia.

Although we think of 98.6 degrees Farenheit as normal body temperature, our temperature is not uniform throughout. The inner core temperature, that amount of heat within the body cavities surrounding our vital organs, is what we are concerned with here. Maintenance of the core temperature is important for proper func-

ing. In general, shivering will cease at about 90 degrees Farenheit. If shivering is not present, this may be a clear indication of a severe problem. With sever hypothermia, you may have confusion or coma. Athletes in this severe condition display peculiar behavior due to impairment of rational thought, possibly endangering themselves or others.

Fortunately there are a number of things the open water swimmer can do to help prevent cold exposure and hypothermia. It appears that gradual exposure over increasing increments of time to colder temperatures will allow the body to slowly acclimatize to what initially seems like an intolerable situation. James "Doc" Counsilman, who has studied the physiology of swimmers for decades, is a firm believer in the acclimitization process. Whether or not it works, training in cold water will at least lessen the shock and surprise when you leave your 80-degreee swimming pool for the ocean.

High performance wet suits are now available as protection from the cold, and should really be considered by all swimmers here in the North Shore area. Wet suit technology has come a long way from the days when you could have any color you wanted as long as it was "basic black."

Wet suits have been improved dramatically, and are now being specially designed with swimmers and triathletes in mind. They are available in several thicknesses – 1, 2, 3, 5 and 6.5 millimeters – and also in combination of thicknesses. The combo suits provide thicker material and warmth over the trunk areas and flexibility in arms and legs where it is needed.

Danvers Herald 7/14/88

Beverly Hospital Homecoming race scheduled July 29

The Homecoming Road Race, sponsored by Beverly Hospital, will be held Friday, July 29, starting at Lynch Park in Beverly.

A two-mile walk/run will start at 6 p.m., followed by the five-mile TAC-sanctioned race at 6:30 p.m.

Pre-registration fees are due by Friday, July 22. Cost is $8 for the two-mile event and $4 for the five-miler.

Computerized timing, water stations, trophies, T-shirts and refreshments will be provided.

For applications, call 922-3000, ext. 2480.

Golf tournament set for Aug. 15

A golf tournament to benefit Beverly Hospital will be held Monday, Aug. 15, at the Sheraton Tara Hotel and Country Club.

HOMECOMING ROAD RACE sponsored by Beverly Hospital on July 29 starting at Lynch Park in Beverly. Two mile walk-run at 6 p.m.; five mile TAC sanctioned race at 6:30 p.m. Pre-registration fees before July 22: $8 for two mile, $4 for five mile. Computerized timing, water sttions, trophies, t-shirts, refreshments. For applications call 922-3000, ext. 2480.

---

swich Chronicle July 14, 1988 Page 5

VNA to hold free blood pressure screening

The Bay Area Visiting Nurse Association will hold a free blood pressure screening for residents of Ipswich at Cable Emergency Center on Tuesday, July 19, from 11 a.m. to 1 p.m. All those who were asked to come back and have their blood pressures re-checked as well as those who may have missed prior screenings are encouraged to attend.

If you have any questions, call the Bay Area VNA at 356-5055.

Lynn Item 7/15/88

Beverly road race July 29

The 21st annual Yankee Homecoming Road Race will be held July 29 at Lynch Park at 6 p.m. in Beverly and will include a two-mile run or walk. The race is five miles long.

Pre-entry applications for the race will be accepted until Friday, July 22. Pre-entry fees are $4 for the two-mile event and $8 for the five-mile race. Fees for applications made after July 22 will be $5 and $9 for the two events, respectively.

Walk-in registration will be accepted on July 22, beginning at 4:30 p.m. For more information, call 922-3000.

Salem News 7/14/88

BEVI

Beverly Hospital sponsors anniversary golf tourney

Hole-in-one can win entrant a $15,000 car

BEVERLY — Area golfers will can win a $15,000 automobile by scoring a hole-in-one in the Beverly Hospital Golf Tournament to be held Monday, Aug. 15 at the Tara Ferncroft Golf Course.

The event is being held as part of the hospital's 100th anniversary celebration with proceeds to benefit the facility's Century Fund Building Program.

Catherine Downing of the hospital's development office is chairman of the tournament, which officials hope will become an annual event.

Serving on the committee with Downing are Dr. Henry Ramini of the hospital staff, Judy Ward, a hospital corporator; Charles Ravell and Shawn Burke.

A spokesman for the committee said that Thomas Ford has agreed to give a new car for a hole-in one, and that other area businesses have signed on to be sponsors.

They include Strong and Cutter of Gloucester, Winer Brothers and the Beverly Savings Bank.

Those planning the tournament said there will be a shotgun start at 1 p.m.

The registration fee will include greens fees, carts, prizes and a Texas-style barbecue.

Salem News

Urologist pleads guilty to falsifying medical data

Peabody doctor was trying to get new drug approved

BOSTON — A Peabody physician pleaded guilty Thursday in U.S. District Court to charges he fabricated data in support of a new drug designed to treat urinary tract infections.

At a change-of-plea hearing, Dr. Constantine I. Kostas, 58, of Lynnfield, pleaded guilty to one count of making false statements to a federal agency, the Food and Drug Administration, and to one count of mail fraud.

Kostas, a urologist who maintains offices at North Shore Medical Park in Peabody, admitted he falsified data about two clinical studies he was to conduct for a drug firm.

He could be sentenced to up to 10 years in prison and fined up to $500,000.

According to Assistant U.S. Attorney Victor A. Wild, chief of the General Crimes Unit, Dr. Kostas was to conduct the two clinical studies for Miles Pharmaceuticals, a division of Miles Laboratories Inc., of West Haven, Conn. In offering the false data, Kostas intended to defraud Miles Pharmaceuticals as well as the FDA, Wild stated.

The mail fraud count against Kostas stems from his receipt of $90,000, sent to him through the U.S. Mail for the studies, which Kostas allegedly conducted from August 1984 to October 1985.

Miles Pharmaceuticals, as well as the FDA, relies upon such clinical studies to determine if a drug is safe and effective.

During Thursday's hearing, Wild said Miles Pharmaceuticals first discovered discrepancies during an audit of Dr. Kostas' clinical studies.

Times 7/14/88

Beverly Hospital sued

SALEM – Beverly Hospital is being sued for $100,000 by a man who fell on the medical facility's grounds almost three years ago.

Robert Player, of 62 Collins St., Beverly, filed the suit against the hospital yesterday in Essex County Superior Court. He claims the hospital should have warned him of dangerous excavation work being done on the premises that caused him to fall and injure himself Aug. 7, 1985.

A jury trial has been requested.

Hospital adds five staff doctors

BEVERLY — The trustees of Beverly Hospital have appointed five new members to the medical staff.

Dr. Peter W. Curatolo was named to the radiology department. A graduate of Vanderbilt University School of Medicine, he completed his internship in surgery and his residency in radiology at New England Deaconess Hospital, Boston.

He is board-certified in radiology.

Dr. David DiChiara received privileges in obstetrics and gynecology. He is a graduate of Boston University Medical School and completed internship and residency in obstetrics and gynecology at Boston City Hospital.

He is affiliated with Associates in Ob-Gyn, Beverly.

Dr. Jack Meltzer received his medical degree from the University of Vermont Medical School. After internship and residency in internal medicine at St. Elizabeth's Hospital, Brighton, he completed a fellowship in cardiology at University Hospital, Boston.

Dr. Meltzer is board certified in internal medicine. He maintains an office in Danvers.

Dr. Olin D. Samson was appointed to the department of internal medicine. He received his medical degree from the University of Vermont Medical School and completed internship and residency in internal medicine at Beverly Hospital. His practice is located in Danvers.

Dr. Leonard J. Soloniuk was appointed to the staff at the Cable Emergency Center, Ipswich. He graduated from Loma Linda University School of Medicine in California and completed his internship at residency at Loma Linda University Medical Center. He also completed a residency in anesthesiology at Massachusetts General Hospital, Boston.

He is board-certified in internal medicine.

The hospital trustees also appointed six allied health professionals. Brian Baker was named a physician assistant for Harvard Health; Ione Bissonnette and Linda A. L'Abbe, certified nurse midwives; Nancy Brightney, Rheba Luhrs and Margaret Maxson, nurse anesthetists.

Salem News 7/18/88

7.18.88 Gloucester Times

Hearing and speech check

A free hearing and speech screening clinic will be held on Wednesday at the Cable Emergency Center in Ipswich.

The screening will be held from 9 a.m. to 1 p.m. and is open to all area children 3 to 6 years of age. Appointments should be made in advance by calling the Community Relations Department at Beverly Hospital, 922-3000, extension 2480.

Board of Health shifts hours

Salem News 7/18/88

Five-mile road race will launch Homecoming

BEVERLY — The 21st annual Yankee Homecoming Road Race will be held Friday, July 29, and will start at Lynch Park.

The race is sponsored by Beverly Hospital and will kick off the city's week-long Homecoming celebration to be held Sunday, July 31 to Sunday, Aug. 7.

This year's race will include two events, a two-mile run or walk beginning at 6 p.m., and a five-mile road race at 6:30 p.m.

The five-mile race is sanctioned by The Athletics Congress.

Advance applications will be accepted until Friday, and entry fees will be charged. Fees will he higher after Friday.

Registrations will be accepted until 4:30 p.m. on the day of the race.

Applications, including a a course map, are available at the community relations office at Beverly Hospital.

July 19, 1988

Support group continues

The LOSS Support Group will meet on Tuesday, July 26, from 7 to 9 p.m. at Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage,stillbirth or the death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss.

The programs are free and are held monthly in the hospital's library conference room.

Parents wishing further information may contact the hospital's Social Service Department at 922-3000, extension 2710. Gloucester Times

---

SUPPORT GROUP MEETS: The LOSS support group will meet on Tuesday, July 26, from 7-9 p.m. at Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage, stillbirth or death of a newborn child. There is no fee.

For more information, call 922-3000, ext. 2710.

Times 7/21/88

Lynn Item 7/20/88

Healthlines

R HEALTH

Officers elected

The Beverly Hospital medical staff has elected new officers and department chiefs to serve one-year terms. Staff officers are Dr. Walter B. Clayton, president; Dr. Bryant Barnard, president-elect; and Dr. Francis X. Cleary, secretary-treasurer.

Departments chiefs are Dr. Rajnikant Patel, anesthesia; Dr. Elliott Cohen, emergency and outpatient clinical services; Dr. Michael Edwards, family practice; Dr. David Lebwohl, medicine; Dr. Stephen Wolanske, obstetrics and gynecology; Dr. James Brown, pathology; Dr. Gilbert Norwood, pediatrics; Dr. Woodrow Havens, psychiatry; Dr. William Otto, radiology; and Dr. Randolph Maloney, surgery.

Dr. Donna Barnard and Dr. David Koh were elected members-at-large to the medical staff executive committee. Dr. Richard Einhorn and Dr. John Zimmer will serve as representatives to the Beverly Hospital board of trustees.

Also elected were the following directors: Dr. David Koh, cardiology; Dr. Joel Shelkrot, dialysis; Dr. Randolph Maloney, ICU; Dr. Robert Tufts, respiratory/pulmonary; Dr. Brian Ott, medical education; Dr. Donna Barnard, quality assurance; and Dr. Michael Edwards, utilization review.

* * *

Hospital adds to staff

Beverly Hospital has added five new members to its medical staff: Dr. Peter W. Curatolo, radiology; Dr. David DiChiara, obstetrics and gynecology; Dr. Jack N. Meltzer, and Dr. Olin D. Samson, internal medicine; and Dr. Leonard J. Soloniuk, Cable Emergency Center, Ipswich. Also appointed were six allied health professionals: Brian Baker, physician assistant for Harvard Health; Ione Bissonnette, Linda Ann L'Abbe, certified nurse-midwives; and Nancy Brightney, Rheba Luhrs and Margaret Maxson, certified nurse anesthetists.

* * *

Program starting

Starting in August, Beverly Hospital will sponsor a new diabetes education and support program. It will consist of a series of nine educational modules, designed to assist diabetics and family members in understanding and managing the disease. The cost of an individual session is $25. A 20-percent discount is available for those subscribing to the entire series. A family member may attend at no additional charge. Classes will be held Tuesdays, starting Aug. 2, 7-9 p.m. In addition, a free diabetic support group will begin Wednesday, July 27. Meetings will be held the last Wednesday of each month from 7:30 to 9 p.m. For mandatory pre-registration and information, call 927-9101.

* * *

LOSS to meet

The LOSS support group will meet Tuesday, 7-9 p.m., at the Beverly Hospital library conference room. LOSS is a group for parents who have experienced miscarriage, stillbirth or the death of a newborn child. Attendance is free. For more information, contact the Social Service Department at 922-3000, ext. 2710.

* * *

Cricket 7/21/88

LOSS Support Group To Meet

The LOSS support group will meet on Tuesday, July 26 from 7-9 p.m. at the Beverly Hospital.

The LOSS group is for parents who have experienced miscarriage, stillbirth or death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss.

There is no fee for the support group, which meets monthly in the hospital's library conference room.

For further information, contact the Social Service Department at 922-3000, ext. 2710.

Beverly Hospital Homecoming race scheduled July 29

The Homecoming Road Race, sponsored by Beverly Hospital, will be held Friday, July 29, starting at Lynch Park in Beverly.

A two-mile walk/run will start at 6 p.m., followed by the five-mile TAC-sanctioned race at 6:30 p.m.

Pre-registration fees are due by Friday, July 22. Cost is $8 for the two-mile event and $4 for the five-miler.

Computerized timing, water stations, trophies, T-shirts and refreshments will be provided.

For applications, call 922-3000, ext. 2480.

Danvers Herald 7/21/88

Beverly Yankee Homecoming Race

Cricket 7/22/88

The 21st annual Yankee Homecoming Road Race will take place on Friday, July 29 at Lynch Park, Beverly.

The race will include two events this year, a two-mile run or walk beginning at 6 p.m. and a five-mile race at 6:30 p.m.

The road race is sponsored by Beverly Hospital and will kick off the week-long Homecoming celebration for the City of Beverly, July 31-August 7.

The events offer split times, water stations, computerized finish timing, t-shirts, refreshments and raffles.

Awards and trophies will be given to first, second and third place winners in all events and categories.

The five mile race is sanctioned by The Athletics Congress.

Pre-entry applications will be accepted until July 22. Pre-entry fees are $4 for the two mile event and $8 for the five mile race. Fees after July 22 will be $5 and $9.

Walk-in registration will be accepted beginning at 4:30 p.m. on the day of the race.

Applications including a course map are available from the Community Relations Department at Beverly Hospital.

Loss Group To Meet at Hospital

Lynfld/Peab Shoppers News 7/21/88

The Loss support group will meet on Tuesday, July 26, from 7-9 p.m. at the Beverly Hospital.

The Loss group is for parents who have experienced miscarriage, stillbirth or death of a newborn child. The group offers a forum for sharing grief and developing ways to cope with the loss.

There is no fee for the support group, which meets monthly in the hospital's library conference room.

For further information, contact the Social Service Department at 922-3000, ext. 2710.

LD-WEST PEABODY SHOPPERS' NEWS - 532-5880 JULY 21, 1988

Yankee Homecoming Race In Beverly

The 21st annual Yankee Homecoming Road Race will take place on Friday, July 29 at Lynch Park, Beverly.

The race will include two events this year, a two-mile run or walk beginning at 6 p.m. and a five-mile race at 6:30 p.m.

The road race is sponsored by Beverly Hospital and will kick off the week-long Homecoming celebration for the City of Beverly, July 31 - August 7.

The events offer split times, water stations, computerized finish timing, t-shirts, refreshments and raffles.

Awards and trophies will be given to first, second and third place winners in all events and catagories.

The five mile race is sanctioned by The Athletics Congress.

Pre-entry applications will be accepted until July 22. Pre-entry fees are $4 for the two mile event and $8 for the five mile race. Fees after July 22 will be $5 and $9.

Walk-in registration will be accepted beginning at 4:30 p.m. on the day of the race.

Applications including a course map are available from the Community Relations Department at Beverly Hospital.

Salem News 7.21.88

Hospital schedules diabetes program

BEVERLY — Beverly Hospital will conduct a diabetes education and support program in August.

It will consist of nine sessions designed to assist diabetics and family members to better understand and manage the disease.

Each session will deal with different aspect of diabetes. The first will consider signs and symptons, major chronic complications and treatment options.

Other sessions will explain diagnosis and treatment of hypo-hyperglycemia, testing and monitoring, administering insulin and oral medications. The final three sessions are designed to educate the diabetic in the areas of diet and meal planning, the benefits of a controlled exercise program and hygiene at home and while traveling.

The sessions can be attended individually or in groups. A fee will be charged and there will be a 20 percent discount for those subscribing to the entire series. Members of diabetics' families can accompany them at no charge.

The classes will be held Tuesdays at 7 p.m. in the physicians' dining room at the hospital beginning Aug. 2.

Hospital officials also announce a free diabetic support group will begin meeting Wednesday, July 27. Meetings will be held the last Wednesday of each month from 7:30 to 9 p.m. also in the physicians' dining room.

Advance registration is required for both programs.

Tri-Town Transcript 7/21/88

'It's important not to pin the baby'

Course helps Boxford babysitters learn the craft

By Sally Lincoln

If there is a fire in the house and you are the babysitter, get out fast. And don't forget to take the baby with you.

Seventeen Boxford girls heard that bit of advice Monday when they gathered at the West Boxford Library for a two-day Child Care Training Course sponsored by Beverly Hospital.

Most of the girls — no boys signed up for the class — arrived with a doll in tow so they could learn how to put a diaper on a baby.

Cheryl Bemis, a pediatric nurse at Beverly Hospital, was there to teach them how to do that, and what to expect of babies. Her two-year-old daughter Erin, who came to serve as a live model for the diapering lesson, sat coloring quietly while her mother talked.

"Up to about three months, babies are like blobs," Bemis says.

They are cute, but mostly they just want to be fed, and changed, she says. When they get older, that all changes.

"Babies are full of energy," Bemis warns. "They never get bored. Their attention span is short."

Erin Bemis offers full proof of that. Some of her crayons have fallen on the floor and she wants to get down from the chair to pick them up.

"Babies have no judgment," Bemis says. "They have no fear. Don't trust them."

When it is time for the diapering lesson, Bemis demonstrates all the maneuvers on Erin, who lies quietly, clutching a crayon. The dolls — all of which happen to be Cabbage Patch dolls — get more of a workout than she does. The girls lift them by the feet, by the head, by the arm to get the neatly folded cloth diapers on them.

It's important, Bemis says, not to pin the baby. If the child has been changed, and fed and cuddled and keeps on crying, it may be because a pin is sticking in him.

After the diapering lesson, Officer Thomas Nentwig of the Boxford Police Department arrives to talk about safety.

"Diapering is a hard act to follow," he says as he shyly makes his way to the front of the room.

The most important thing to remember, he says, is that the Boxford police are always available to help people.

"Don't be afraid to call us," he says. "Don't feel like you're bothering us."

He tells the girls the obvious: pull the shades, check often on the children they are watching, and don't let strangers in the house.

He also tells them some things they may not have thought about. If the parents of the children are divorced, don't let the parent who does not live at the house come in to see the children without the other parent's permission, he says.

Before long, the questions are flying.

"What do you do if you don't know if someone is prowling outside, but you think there is?" Peggy Price asks.

Call the police, Nentwig says.

"What if you are *positive* someone is prowling outside?" Heather Remaly asks.

Call the police, Nentwig says. And don't stand in the window trying to watch whoever it may be.

One girl has a question that

Continued on next page

knowing she is charge. The worst thing that happened to her was the time when one of the children she was babysitting took off on his bicycle.

"I had to run after him," she says, adding that she got his twin sister to watch the younger children while she was chasing the brother.

7/28/88 Lynnfield/W. P.'s Shoppers News

Free Blood Pressure Screening at Cable Emergency

The Bay Area Visiting Nurse Association will sponsor a free Blood Pressure Screening on Wednesday, August 21, from 9 a.m. to 11 a.m. The Clinic will be held in the lobby of the C

residents are welcome to attend and appointments are not necessary.

The Cable Emergency Center is located at 126 County Road

FOOD

Healthy cooking takes practice

By Cory Bunton

Eating healthy. We all try to do it to feel better, live healthier and sometimes lose weight. And there are constant reminders, in television commercials, news reports and headlines, of the benefits of low-fat

---

Homecoming preps for 21st celebration

7/24/88

By VIRGINIA LOWRY
Times staff

BEVERLY – Edward Bushey, chairman of the first Beverly Yankee Homecoming Festival in 1967, recalls its modest beginning.

War raged in Vietnam, the late Henry Cabot Lodge, ambassador to that country, was keynote speaker for the festival and that year's Homecoming served as a welcome to a group of Beverly veterans who had recently returned home from the war.

"We had 10 to 15 Vietnam veterans home on leave as guests," Bushey recalled this week.

Many of those same veterans, as well as thousands of other Beverly residents, will be on hand next week as the Yankee Homecoming Festival begins its 21st celebration.

Through more than two decades Homecoming has been expanded to include sports, the arts and entertainment, as well as the Beverly business community.

From Homecoming's kickoff Beverly Hospital-sponsored road race

Homecoming, page A12

---

well as annual tours of the Hospital Point Lighthouse. Jaycee Youth Awards will be presented at the festival and the person traveling the furthest to reach Beverly will also receive an award.

Thursday will be Senior Citizens Day and will include a Gab and Gait Club walk, Jarts competition, lunch sing-along at Lynch Park, "Senior Person of the Year" award, a performance by the Wakefield Retired Band, prizes

For the first time, the Beverly Lions Club will offer Homecoming participants a Buffalo Barbecue at Lynch Park Saturday. The day also will include the second annual Gong Show sponsored by The Times.

Because of Beverly's historic relationship to and dependence upon the sea, water-related activities will play a large part throughout Homecoming this year, according

---

k away

Desmond, a member of the l's events committee.

mond has worked for s to have a U.S. Navy ship verly for Homecoming and, his week, succeeded, he said. e been waiting since Feb. 18 ews," said Desmond. "We had ship) and it got cancelled the day."

rsistence paid off, however, rding Desmond, who finally d from the Navy Department erday.

just got word that the U.S.S. er, a 438-foot frigate, is going to rriving on July 30," he said. "It probably be right off Salem lows in deep water (and) will here through Aug. 3."

ne of Desmond's four boats, ich he operates as New England arters, will ferry people to the Norfolk, Va.-based Miller, where tours will be conducted, he said.

In addition, New England Charters' four craft – the Spirit of Beverly, the Miss Alice, Miss Beverly and Master Josh – will shuttle around the harbor each day of Homecoming. There will be music, entertainment and whale watch cruises, as well as tours of the harbor and Misery Island.

Hospital.

BEVERLY HOSPITAL GOLF TOURNAMENT

Boxford Chronicle
July 22, 1988

Beverly Hospital invites you to play in the first annual golf tournament to benefit the Beverly Hospital Century Fund Building Program. Join in the 100th Anniversary celebration on Monday, August 15th at 1:00 p.m. (Shotgun Start) at the Sheraton Tara Hotel at Ferncroft Village. The fee is $150 per person which includes greens fees, carts, prizes, Texas-style barbecue and more.

For registration and information, please call 922-3000 ext. 2486. Entries are limited, so register early.

HOMECOMING ROAD RACE

The 21st annual Yankee Homecoming Road Race will take place on Friday, July 29 at Lynch Park in Beverly.

The race will include two events this year, a two-mile run or walk beginning at 6 p.m. and a five-mile race at 6:30 p.m.

The road race is sponsored by Beverly Hospital and will kick off the week-long Homecoming celebration for the City of Beverly, July 31 - August 7.

The events offer split times, water stations, computerized finish timing, t-shirts, refreshments and raffles.

Awards and trophies will be given to first, second and third place winners in all events and categories.

Pre-entry applications will be accepted until July 22. Pre-entry fees are $4 for the two mile event and $8 for the five mile race. Fees after July 22 will be $5 and $9.

Walk-in registration will be accepted beginning at 4:30 p.m. on the day of the race.

Applications including a course map are available from the Community Relations Department at Beverly Hospital.

Boxford Chronicle
July 22, 1988

Times 7/23/88

perform a program of his best music, including songs played for Gorbachev and Reagan at the Moscow Summit.

Tickets for the show are $18 and can be obtained from the Castle Hill Box Office at 356-7774.

ROAD RACE: The Yankee Homecoming Road Race will take place Friday, July 29, at Lynch Park in Beverly.

This year's race will include two events: a two-mile run or walk beginning at 6 p.m. and a five-mile race at 6:30 p.m.

The road race is sponsored by Beverly Hospital and will kick off the week-long Homecoming celebration for the City of Beverly from July 31 through Aug. 7.

The five-mile race is sanctioned by the Athletics Congress. Entry fees are $4 for the two mile event and $8 for the five mile race. Late fees are $5 for the two-mile event and $9 for the five-mile race.

Walk-in registration will be accepted beginning at 4:30 p.m. the day of the race. Applications, including a course map, are available from the Community Relations Department at Beverly Hospital.

News 7/23/88

LOSS meeting planned

BEVERLY — The support group LOSS will meet Tuesday, July 26, at 7 p.m. in Beverly Hospital. The organization is for parents who have experienced a miscarriage, stillbirth or death of a newborn child. Its purpose is to offer a forum for sharing grief and developing ways to cope with the loss. The group meets monthly in the library conference room. Additional information is available by contacting personnel in the social service department at the hospital.

EFLY Salem News 7/24/88

Newberg elected president of pharmacists

BEVERLY — Daniel Newberg, director of pharmacy at Beverly Hospital, has been elected president of the Massachusetts Society of Hospital Pharmacists. Newberg has been head of the hospital pharmacy since 1985.

Certification achieved

BEVERLY — Eleanor Corson of Danvers, clinical supervisor of intravenous therapy at Beverly Hospital, recently passed the certification examination in IV therapy. Corson was one of only 74 IV therapists in the state to pass the test.

Quigley elected president of volunteers

BEVERLY — Nelda Quigley, director of volunteer services at Beverly Hospital, is the president-elect of the Massachusetts Association of Directors of Healthcare Volunteer Services. Quigley, a Beverly resident, was inducted at the group's annual meeting.

Diabetes education, support program

A new diabetes education and support program will begin at Beverly Hospital today with a support group; classes begin on Aug. 2.

The program consists of a series of nine educational modules, designed to assist diabetics and family members in better understanding and managing the disease.

Each modules addresses a different aspect of diabetes. Session One is an overview of predisposing factors, signs and symptoms, major chronic complications and treatment options. Additional modules explain dianosis and treatment, testing and monitoring, administering insulin and oral medications, and so on. The final three modules are specifically designed to educate the diabetic in the important areas of diet and meal planninhg.

Participants wishing to register or seeking additional information may call 927-9103. Gloucester Times - July 27, 1988

News 7/27/88

Take-home cancer test kits to be distributed

BEVERLY — Personnel at Beverly Hospital announce they will be distributing take-home colorectal cancer testing kits Wednesday, Sept. 7.

They said participants will not undergo an exam at the hospital, but will be given instructions on how to use the test kit. Those receiving the kits will be asked to return them so results of the tests will be determined. Participants will be notified of the results.

Registered nurses will meet with participants and a physician will be available to answer questions.

The kits are being provided by the American Cancer Society. There is no fee to the screening, which is open to all area residents.

Hospital officials said walk-in participants will be welcome, but they recommend advance registration. To register, contact the community relations department at the hospital.

JULY 28, 1988 LYNNFIEL

Lynnfield - W. Peabody Shoppers News

Hom

Diabetes Education Program Starts In August

A new diabetes education and support program sponsored by Beverly Hospital will begin in August.

The program consists of a series of nine educational modules, designed to assist diabetics and family members in understanding and managing the disease.

Each module addresses a different aspect of diabetes. Session I is an overview of predisposing factors, signs and symptoms, major chronic complications and treatment options.

Additional modules explain diagnosis and treatment of hypo/hyperglycemia, testing and monitoring, administering insulin, and oral medications. The final three modules are specifically designed to educate the diabetic in the important areas of diet and meal planning, the benefits of a controlled exercise program and hygiene issues at home and while traveling.

The modules can be attended individually or in groups. The cost for individual sessions is $25, and a 20% discount is available for those subscribing to the entire series. A family member may attend at no additional charge.

Manchester Cricket
July 29, 1988

Beverly Hospital Benefit Golf Tournament

A benefit golf tournament will be held Monday, August 15 at the Sheraton Tara Hotel at Ferncroft Village, Danvers.

Sponsored by the Beverly Hospital, the tournament was organized to augment the hospital's 100th anniversary celebrations. Proceeds will benefit the Beverly Hospital Century Fund.

Registration for the scramble format tournament will begin at 11:30 a.m., with a shotgun start at 1 p.m.

The $150 per person entry fee includes 18 holes of golf, cart, prizes, awards reception and a Texas-style barbecue.

Tournament prizes include a $15,000 car, donated by Thomas Ford Sales of Beverly, which will be awarded for a hole-in-one on the sixth hole.

Other prizes will be given to the first, second and third place teams, closest to the pin on the twelfth hole, and men's and women's longest drive on the fifth hole.

In addition to Thomas Ford, other sponsors for the tournament are Beverly National Bank, Cricket Press, General Electric Company, Glenadam Remodeling Supply, Konica Medical Corp., Marriott Corporation, Michael Zmijewski, CPA, MRI Radiologists of the North Shore, Nevada Bob's, New England Mobile X-Ray, Professional Imaging Services, ServiceMASTER, Strong and Cutter Company, Warren Five Cents Savings Bank and Winer Brothers.

For further information on registration or sponsorship, contact Liz O'Connell at the Beverly Hospital, 922-3000, ext. 2486.

Prime Times
7/27/88

Beverly's Homecoming Week opens Sunday...

By Christine Hoffman
Staff Reporter

BEVERLY — Concerts in the park, harbor cruises and fireworks are just some of the activities available during the Beverly Homecoming the week of July 31 through August 7.

The Pre-Homecoming Road Race kicks off the annual event July 29. The five mile race and two mile fun walk/run are sponsored by Beverly Hospital.

Lobsters invade Lynch Park August 3 during the Lobster Festival from 1:00 p.m.-6:30 p.m.

Winners of the Lip Sync Contest compete in the Second Annual Gong Show Saturday from 7:00 p.m.-9:00 p.m. at the Lynch Park Shell. Participants and others can indulge in the Buffalo Barbeque in the afternoon.

Throughout the week visitors can take nightly, luncheon and historic cruises around the harbor.

Homecoming Week will end in a bang with fireworks lighting up the sky beginning at 9:00 p.m. creating a brilliant display and finale to the week's events.

Beverly Hospital Appoints Five New Members

The Beverly Hospital Board of Trustees has announced the appointment of five new members to the Medical Staff:

Peter W. Curatolo, M.D., was appointed to the radiology department. A graduate of Vanderbilt University School of Medicine, he completed internship in surgery and residency in radiology at New England Deaconess Hospital, Boston.

Dr. Curatolo is board-certified in radiology.

David DiChiara, M.D., received privileges in obstetrics and gynecology. He is a graduate of Boston University Medical School and completed internship and residency in obstetrics and gynecology at Boston City Hospital.

Dr. DiChiara is affiliated with Associates in Ob-Gyn, Beverly.

Jack N. Meltzer, M.D. received his medical degree from the University of Vermont Medical School. After internship and residency in internal medicine at St. Elizabeth's Hospital, Brighton, Dr. Meltzer completed a fellowship in cardiology at University Hospital, Boston. Board-certified in internal medicine, Dr. Meltzer's practice is located at 80 Lindall Street, Danvers.

Olin D. Samson, M.D., was appointed to the department of internal medicine. He received his medical degree from the University of Vermont Medical School and completed internship and a residency in internal medicine at Beverly Hospital. Dr. Samson's practice is located at 6 Graystone Drive, Danvers.

Leonard J. Soloniuk, M.D., was appointed to the staff at Cable Emergency Center, Ipswich. A graduate of Loma Linda (CA) University School of Medicine, he completed internship and residency in internal medicine at Loma Linda University Medical Center. In addition, Dr. Soloniuk completed a residency in anesthesiology at Massachusetts General Hospital, Boston.

He is board-certified in internal medicine.

Also appointed were six allied health professionals: Brian Baker, physician assistant for Harvard Health; Ione Bissonnette and Linda Ann L'Abbe, certified nurse-midwives; and certified nurse anesthetists Nancy Brightney, Rheba Luhrs and Margaret Maxson.

Classes will be held on Tuesdays, beginning August 2, from 7 to 8 p.m.

In addition, a free diabetic support group will begin Wednesday, July 27. Meetings will be held on the last Wednesday of each month from 7:30 to 9 p.m.

Educational modules and support group meetings will all be held in the physicians' dining room at the Hospital.

Participants must pre-register for both components.

For further information on the diabetes education and support program, call 927-9103.

---

supply available.

Gloucester Times - Aug. 1, 1988

Golf tournament planned

Beverly Hospital will sponsor a golf tournament at Sheraton Tara Hotel at Ferncroft Village in Danvers on Monday, Aug. 15. The tournament will begin with a shotgun start at 1 p.m. It includes greens fees, carts, prizes, a Texas-style barbecue and more.

Entries are limited, and those who wish to participate should register or obtain additional information by calling the hospital at 922-3000, extension 2486.

Bev. Times 8/1/88

Hospital fund aided by golf tournament

A benefit golf tournament will be held Monday, Aug. 15, at the Sheraton Tara Hotel at Ferncroft Village, Danvers.

Sponsored by the Beverly Hospital, the tournament was organized to augment the hospital's 100th anniversary celebrations. Proceeds will benefit the Beverly Hospital Century Fund.

Registration for the scramble format tournament will begin at 11:30 a.m., with a shotgun start at 1 p.m.

The $150 per person entry fee includes 18 holes of golf, cart, prizes, awards reception and a Texas-style barbecue.

Tournament prizes include a $15,000 car, donated by Thomas Ford Sales of Beverly, which will be awarded for a hole in one on the sixth hole.

Other prizes will be given to the first, second and third place teams, closest to the pin on the twelfth hole, and men's and women's longest drive on the fifth hole.

In addition to Thomas Ford, other sponsors for the tournament are Beverly National Bank, Cricket Press, General Electric Company, Glenadam Remodeling Supply, Konica Medical Corp., Marriott Corporation, Michael Zmijewski, CPA, MRI Radiologists of the North Shore, Nevada Bob's, New England Mobile X-Ray, Profesional Imaging Services, ServiceMASTER, Strong and Cutter Company, Warren Five Cents Savings Bank and Winer Brothers.

For further information on registration or sponsorship, contact Liz O'Connell at the Beverly Hospoital, 922-3000, ext. 2486.

SAlemnews 8/2

Camp at hospital introduces kids to health care careers

BEVERLY — Faced with a serious shortage of health care professionals, personnel at Beverly Hospital will be running a special summer camp this month designed to interest young people in health care careers.

Janet Cook, a registered nurse and resource director at the hospital, said Monday that the camp is for youngsters ages 9 to 11. The camp, she said, is geared not only to interest kids in health care careers, but also to dispell negative impressions young people have about the field.

Cook said: "Young people see a lot of things on television that show hospital work and related careers in a poor light. Most of these impressions are incorrect and we feel we can show young people the positive side of health care careers."

Hospital officials note that the camp for the nine- to 11-year-olds is new this year and is limited to children of employees of the hospital and Northeast Health Systems.

Hamilton-Wenham Chronicle

Cancer clinic to be held

Aug. 3, 1988

On September 7th, a free Colorectal Cancer Clinic will be held at the Beverly Hospital from 4-7 p.m. in the outpatient department. There will be no exam given; participants will be given a take-home testing kit and instructions on how to use the kit at home. The kit will be returned to the laboratory at the hospital where results will be determined and participants will be notified of test results.

Instructions will be conducted by registered nurses and a physician will be available to answer any questions and concerns that participants may have.

Golf tournament to be held

BEVERLY — A golf tournament to benefit the Beverly Hospital Century Fund will be held Monday, Aug. 15, at Sheraton Tara Hotel in Danvers. Contact Lis O'Connell at the hospital for reservations or more information.

News 8/11/88

Lynn Item 8/4/88

Free cancer clinic

Beverly Hospital will sponsor a free colorectal cancer clinic Sept. 7 from 4 to 7 p.m. No exam will be given. Participants will be given a take-home testing kit and instructions on how to use it. The kit can then be returned to the laboratory at Beverly Hospital, where results will be determined and participants notified. Although walk-ins are welcome, to alleviate any waiting, pre-register by calling the community

3000.

---

screening planned

WICH — The Bay Area Visiting Nurse ation will sponsor a free blood pres- creening on Wednesday, Aug., 21,)-11 a.m. in the lobby of the Cable ency Center. All area residents are ne to attend and appointments are :essary.

lem r

Benefit Golf Tournament at the Ferncroft

8.4.88

Lynnfield/W. Peabody Shopper

A benefit golf tournament will be held Monday, August 15 at the Sheraton Tara Hotel at Ferncroft Village, Danvers.

Sponsored by the Beverly Hospital, the tournament was organized to augmet the hospital's 100th anniversary celebrations. Proceeds will benefit the Beverly Hospital Century Fund.

Registration for the scramble format tournament will begin at 11:30 a.m., with a shotgun start at 1 p.m.

The $150 per person entry fee includes 18 holes of golf, cart, prizes, awards reception and a Texas-style barbecue.

Tournament prizes include a $15,000 car, donated by Thomas Ford Sales of Beverly, which will be awarded for a hole in one on the sixth hole.

Other prizes will be given to the first, second and third place teams, closest to the pin on the twelfth hole, and men's and women's longest drive on the fifth hole.

In addition to Thomas Ford, other sponsors for the tournament are Beverly National Bank, Cricket Press, General Electric Company, Glenadam Remodeling Supply, Konica Medical Corp., Marriott Corporation, Michael Zmijewski, CPA, MRI Radiologists of the North Shore, Nevada Bob's, New England Mobile X-Ray, Professional Imaging Services, Service Masters, Strong and Cutter Company, Warren Five Cents Savings Bank and Winer Brothers.

For further information on registration or sponsorship, contact Liz O'Connell at the Beverly Hospital in Beverly.

Free Blood Pressure Screening At Cable

The Bay Area Visiting Nurse Association will sponsor a free Blood Pressure Screening on **Wednesday, August 24th**, from 9 a.m.-11 a.m. The Clinic will be held in the Lobby of the Cable Emergency Center. All area residents are welcome to attend s are not necessary. iergency Center is ounty Road in Ipsection of Rt. 1A &

August 5, 1988
Manchester Cricket

Cancer clinic scheduled

IPSWICH — The Cable Emergency Center will be holding a free colorectal cancer clinic Sept. 15 from 1-4 p.m. in the conference room on the lower level of the center. There will be no exam given and participants will be given a take-home testing kit, provided by the American Cancer Society, and instructions on how to use the kit at home. The kit will be returned to Cable Emergency Center where tests will be evaluated and participants will be notified of the results. For those attending, it will be possible to pick up kits and instructions for other family members. To arrange an appointment, contact the Community Relations Department at Beverly Hospital.

8/10/88
SAlem News

Stress seminar set in September

Salem News

IPSWICH — The Bay Area Visiting Nurse Association will sponsor a Stress and Relaxation Seminar on Wednesday, Sept. 14 from 7-8 p.m. in the Conference Room at the lower level of the Cable Emergency Center, 126 County Road. In addition to stress and relaxation techniques, those wishing to have their blood pressure taken may do so at the end of the program. The seminar will be limited to thirty people and pre-registration is required. All are residents are welcome to participate. A fee of $10 will be charged for the program. To register please contact the Bay Area Visiting Nurse Association.

DIABETES PROGRAM: A new diabetes education and support program sponsored by Beverly Hospital will begin in August. The program consists of a series of nine sessions designed to help diabetics and family members better understand and manage the disease.

The modules can be attended individually or in groups. The cost for individual sessions is $25, and a 20 percent discount is available for those subscribing to the entire series. A family member may attend at no charge.

Classes will be held in the physicians' dining room at the hospital on Tuesdays from 7 to 8 p.m.

In addition, a free diabetic support group will be held on the last Wednesday of each month, from 7:30 to 9 p.m.

Participants must pre-reg
components. For information

Times 8/10/88

New doctor: Michael Gordon has opened a practice on Main Street in Topsfield.

Tri Town Transcript Aug. 11, 1988

Doctor opens Topsfield office

Dr. Michael S. Gordon has opened a practice in internal medicine and endocrinology in Topsfield.

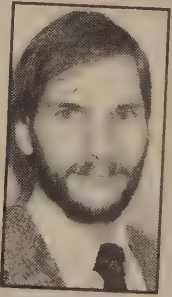
He is a former resident of Boston, where he completed a residency in endocrinology at Brigham and Women's Hospital and held an appointment at Harvard Medical School.

Gordon, who has opened an office at 50 Main St., receives a medical degree from the University of Rochester in Rochester, N.Y., and completed a residency in internal medicine at Presbyterian University Hospital in Pittsburgh, Pa. He then came for additional training in Boston.

He is board-certified in internal medicine as well as in endocrinology and metabolism.

Gordon has also been appointed to the staff of Beverly Hospital.

Salem News 8/12



GORDON

Dr. Michael S. Gordon has opened his internal medicine and endocrinology practice in Ipswich and Topsfield. He formerly resided in the Boston area, where he recently completed a clinical and research fellowship in endocrinology at Brigham and Women's Hospital and held an appointment in the department of medicine at Harvard Medical School. He has moved to Ipswich to devote full time to his new medical offices at Cable Professional Center, Ipswich and 50 Main St., Topsfield. He has also joined Medical Practice Associates, a Danvers-based physician group, which has purchased the Ipswich-Topsfield practice formerly operated by Dr. Kenneth Zinn. Gordon has also been appointed to the Beverly Hospital Medical staff.

Health clinic planned Aug. 18

Stress and relaxation is on the agenda for this month's Ipswich Health Maintenance Clinic to be held Thursday, Aug. 18, at 10:45 a.m., at the Agawam Village dining hall.

Registered nurses will see participants individually to check blood pressures and review medications following the presentation.

The clinic is offered by the Bay Area Visiting Nurse Association and funded in part by Senior Home Care Services, Inc. or the Elder Services of the Merrimack Valley.

All Ipswich residents over the age of 60 are encouraged to attend. For information, call the Bay Area VNA at 356-5055.

Manchester Cricket Aug. 12, 1988

Free Blood Pressure Screening At Cable

The Bay Area Visiting Nurse Association will sponsor a free Blood Pressure Screening on **Wednesday, August 24th**, from 9 a.m.-11 a.m. The Clinic will be held in the Lobby of the Cable Emergency Center. All area residents are welcome to attend and appointments are not necessary.

The Cable Emergency Center is located at 126 County Road in Ipswich at the intersection of Rt. 1A & 133.

Manchester C

Teddy
At Cabl

Keep Saturday, October 1 open to attend the Teddy Bear Clinic to be held at the Cable Emergency Center on County Road in Ipswich. The free clinic will be held from 10 a.m.-12 noon. The event is sponsored by Bay Area V.N.A. and the Cable Emergency Center.

A Teddy Bear Clinic is where children bring their favorite Teddy Bear or other stuffed animal in for a health check-up. This helps children alleviate some of the fears they may have when visiting a hospital or emergency center.

In addition to the clinic, there will be give-away items, refreshments and several friends from "New England Alive" petting zoo will be available to join in the fun.

Friends who would like to attend should call the Community Relations Department at Beverly Hospital by calling 922-3000, extension 2480.

This event will take place at the Cable Emergency Center, located at 126 County Road in Ipswich.

Hospitals on alert

Salem News 8/12

Strict controls placed on waste disposal

By HENRY J. COLLINS
News Staff

Administrators at North Shore hospitals say they are surprised by recent reports of medical waste washing up on area beaches, because they are aware of the dangers of the infectious material and take strict measures to dispose of it properly.

Michael E. Morris, assistant administrator at Hunt Hospital in Danvers, said infectious waste rarely leaves the hospital grounds so there is little chance of it ever turning up on a beach or anywhere else.

"At Hunt Hospital we have operated our own incinerator for about 20 years. Our infectious waste is placed in specially marked red bags. It is kept in a locked building until it is burned in the incinerator about twice weekly," Morris said.

He added that the incinerator has been approved by the state Department of Environmental Quality Engineering for use in disposing of infectious waste.

Morris said the waste is reduced to ashes, which

HOSPITALS
(Continued on page 8)

ferred to as bio-hazardous is

said hospital records are

Joseph Carty of Hunt Hospital in Danvers loads medical wastes into the hospital's incinerator.

The Salem News/David Matt

STRESS AND RELAXATION SEMINAR: The Bay Area Visiting Nurse Association will sponsor a Stress and Relaxation Seminar on Wednesday, Sept. 14, from 7 to 8 p.m. The Seminar will be held in the Conference Room at the Cable Emergency Center located at 126 County Road in Ipswich.

In addtion to stress and relaxation techniques, those wishing to have their blood pressure taken may do so at the end of the program. The seminar will be limited to thirty people and pre-registration is required. It is not required that you be a resident of Ipswich, all area residents are welcome to participate. A fee of $10 will be charged for the program. To register, please call Susan Sepich at 356-5055.

Times 8/15/88

Health clinic planned

IPSWICH — Stress and relaxation is on the agenda for this month's Ipswich Health Maintenance Clinic to be held Thursday, Aug. 18, at 10:45 a.m. at the Agawam Village Dining Hall. Registered nurses will see participants individually to check blood pressures and review medications following the presentation. The clinic is offered by the Bay Area Visiting Nurse Association and funded in part by Senior Home Care Services Inc. or the Elder Services of the Merrimack Valley. All Ipswich residents over the age of 60 are encouraged to attend. For information, call the Bay Area VNA.

Salem News 8/10/88

COLORECTAL CANCER CLINIC: On Sept. 7, a free Colorectal Cancer Clinic will be held at the Beverly Hospital, from 4 to 7 p.m. in the outpatient department. There will be no exam given. Participants will be given a take-home testing kit and instructions on how to use the kit at home.

The kits have been made available by the American Cancer Society. There is no fee for this screening and all area residents are welcome to attend.

Although walk-in guests are welcome, to alleviate any waiting, pre-registration is required by calling the community relations department at 922-3000, ext. 2480.

Times 8/1/88

BEVERLY HOSPITAL OPEN

Two teams tied at 63 for net honors in the first Beverly Hospital Open at Tara Ferncroft. The groups included Charlie Ravell, Dave Sciamanna, Don Goucher and Dan Newberg, all hospital employees, and John Coyle, George Hasaka, Guy Defibaugh, Mark Jones and Tom Burke.

The team of Doug Bruhm, Dr. Tom Pesola, Dr. Tom Lapine and Steve Swedberg had a 64, as did Dr. Hank Ramini, Maureen Ramini, Dr. Douglas Barnard and Dr. Robert Mattson.

Ravell and Sue Thorne were closest to the pin on the 12th while Ray Stecker and Maureen Ramini had the longest drives on the fifth hole.

Spokesperson Liz O'Connell said the field of 94 players raised over $5000 for the hospital's Century Fund Building Program.

Charles Ravell watches partner Don Goucher take putt during their win in the Beverly Hospital Open.

The Salem News/David Matt

8/16/88

BEVERLY

Putting along

Bob Draper, left, gets off a putt as other particip
berg and Ma Heller, observe. The tournament was held at the Sheraton Ferncroft in B

Times 8/15/88

CVA recommended

"Yuppies with a conscience" and "refreshing." I kept thinking these things after I sat through a meeting of the North Shore Community Volunteers in Beverly last week. "CVA" is modeled after an organization in Bridgeport, Conn., which St. Vincent's Hospital began to encourage community oriented young professionals to give time and ideas to the community.

"CVA" promises to be as successful, already has 20 members, and has completed six projects since it began in February. Members' occupations are quite varied (they are not just "yuppies"). I met two biochemists, an insurance salesman, a graphic designer, a computer programmer, and just plain pleasant, fresh people who want to make a difference.

A membership drive will begin soon. The requirement is young and above 21. At 49, I didn't ask. I'd volunteered to take photos. But I urge young adult Times readers who have a conscience to explore CVA for a way to help make (and to put their ideas to work for) a better community.

Beverly Hospital instigated the group, and Nelda Quigley, who coordinates volunteers at the hospital, helped two members get it started. (No hospital employee holds office.) She can be reached at the hospital for information on "CVA."

Anne Montague
Beverly

CORPORATE MEMBER ELECTED: Kimberly Smith, vice president, human resources for Beverly Hospital, has been elected to a three-year term as a corporate member for Delta Dental Plan of Massachusetts.

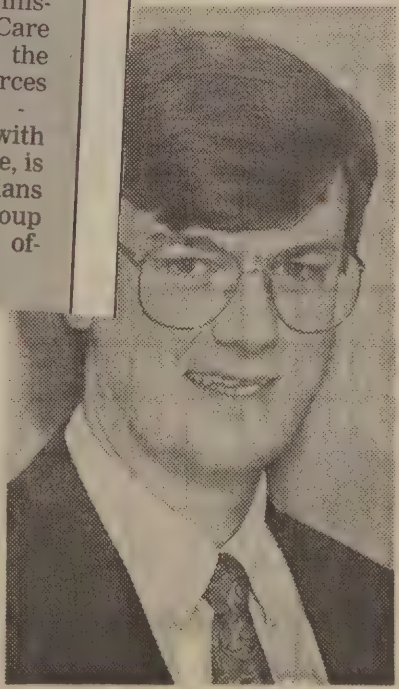
A resident of Chelsea, Smith is a member of the American Society of Personnel Administrators, the American Society of HealthCare Human Resource Administrators and the Massachusetts Healthcare Human Resources Association.

Delta Dental Plan of Massachusetts, with more than 4,400 member dentists statewide, is a member of the national Delta Dental Plans Association. The company provides group dental coverage and has administrative offices in Medford.

Times 8/18/88

Doctors welcomed

Two physicians have joined Associates in Ob-Gyn. Dr. Daniel Steece comes from Minneapolis, where he completed his residency in obstetrics and gynecology at University of Minnesota Hospitals. Now a Beverly resident, Steece is a 1984 graduate of the University of Vermont College of Medicine.Dr. David DiChiara of Danvers received his medical degree in 1984 from Boston University Medical School. Both men have been appointed to Beverly Hospital's medical staff.



DR. DANIEL STEELE

DR. DAVID DICHIARA

Lynn Item 8/17/88

Blood pressure checks offered

Essex residents will have an opportunity to have their blood pressure screened at two separate location next week.

On Wednesday, Aug. 24, the Essex Council on Aging will sponsor free clinics at the Scout House on Pickering Street from 9 to 11 a.m. for all Essex residents age 60 and over.

On Wednesday, Aug. 24, the Bay Area Visiting Nurse Association will sponsor a free clinic for all area residents from 9 to 11 a.m. in the lobby of the Cable Emergency Center in Ipswich. No reservations are necessary.

Addison Gilbert Hospital will offer free blood pressure screening on the next three Mondays Aug. 15, 22 and 29 from 2:30 to 3:30
Fisher Main Lobby.

Gloucester Times Aug 17

Gloucester Times Aug. 17, 1988

Cancer testing kits offered

The American Cancer Society encourages area residents to stop by one of two clinics in September to pick up a free colorectal cancer take-home testing kit.

The clinics will be held on Wednesday, Sept. 7, at Beverly Hospital, in the outpatient waiting area from 4 to 7 p.m., and Thursday, Sept 15, at the Cable Emergency Center in Ipswich in the conference room from 1 to 4 p.m.

There will be no exam given at these clinics. Patients will be given a take-home testing kit and instructions on how to use the kit in their homes. The kit will then be returned to one of the hospital laboratories where test results will be dtermined and participants will be notified of the test results.

The kits are sponsored by the American Cancer Society, and the program is free to all area residents.

Walk-in participants will be welcome, but preregistration is recommended by calling the Community Relations Department at Beverly Hospital, 922-3000, extension 2480.

People unable to get to the clinic may arrange to have a family member pick up a kit for them.

Laurel Ridge back-up plan clears hurdle

By LISA KOSAN
Times staff

8/15/88

BEVERLY – With little discussion, the Planning Board Tuesday night approved preliminary subdivision plans for a 32-lot development on the same site as the proposed Laurel Ridge congregate elderly housing complex.

The subdivision was filed after the approval of the congregate project was appealed by residents. The subdivision plan and an "approval not required" plan, were filed to ensure that both the use of the land for a congregate development and the density of such a project would be frozen if the city changes the zoning.

"The concern is that a definitive subdivision plan is very different from congregate elderly housing," Planning Director Mitchell Korbey said yesterday. "I think it would be a legal question whether the developers have maintained a zoning free for congregate elderly housing use."

The developers – MedQuest Corp., a Beverly Hospital affiliate, and Brim & Associates – had appeared at a June Planning Board meeting with plans that did not conform to zoning regulations.

There were two dead-end roads on the 39-acre parcel that branched off into a "Y" pattern from Hale Street. Those roads, reaching 1,400 and 1,200 feet in length, exceeded the 500 feet allowed under subdivision rules and regulations.

The roads would also have caused problems with access to fire and emergency vehicles, planners said.

The plans submitted Tuesday night showed one looping horseshoe-shaped road, eliminating the dead ends.

The road, however, would cross state-protected wetlands and now comes under the jurisdiction of the Beverly Conservation Commission.

Although the preliminary subdivision

were approved, to pursue the 190-unit congregate elderly housing project that is now held up under appeal in Superior Court.

The 190-unit complex falls just short of five units per acre, the new density restriction approved by the Board of Aldermen in June. The original congregate housing regulation did not specify the maximum number of units allowed per acre.

The Laurel Ridge congregate elderly housing project prompted vocal protests from neighbors who cited increased traffic along Hale Street, flooding and the disruption of natural streams, the displacement of wildlife, noise and pollution and a decrease in property values surrounding the project.

Cancer test program set

BEVERLY — Officials at Beverly Hospital remind area residents that they will be distributing colectoral cancer test kits in the outpatient department at the hospital Wednesday, Sept. 7 from 4 to 7 p.m. No examinations will be conducted at the hospital.

Participants will be given a test kit and instructions on how to use it. The kit will be returned to the hospital where test results will be determined and participants notified.

Registered nurses will be on hand to instruct participants. A physician will be available to answer questions.

Hospital personnel said the American Cancer Society is making the kits available. There will be no charge for the test kits.

Officials said walk-in participants will be welcome, but suggest advance registration to avoid waiting. Registrations can be made by calling the community relations office at the hospital.

Salem News 8/18/88

Stress seminar offered at Cable

The Bay Area Visiting Nurse Association will sponsor a stress and relaxation seminar on Wednesday, Sept. 14, from 7 to 8 p.m.

The seminar will be held in the conference room at the Cable Emergency Center located at 126 County Road in Ipswich.

In addition to stress and relaxation techniques, those wishing to have their blood pressure taken may do so at the end of the program.

The seminar will be limited to 30 people and pre-registration is required.

Ipswich Chronicle 8/18/88

Ips. Chronicle 8/18/88

Blood pressure tests offered

The Bay Area Visiting Nurse Association will sponsor a free blood pressure screening on Wednesday, Aug. 24, from 9 a.m. to 11 a.m. The Clinic will be held in the lobby of the Cable Emergency Center.

The Cable Emergency Center is located at 126 County Road, at the intersection of routes 1A and 133.

PR course ffered at Cable

CPR course will be held at the ble Emergency Center on Sept. 8 d 15 from 6:30 to 8:30 p.m. The class will be limited to 15 people.

The fee for the program is $20 per person and $10 for recertification. For further information or to register, call the Community Relations Department at 922-3000, extension 2480.

Ips. Chronicle 8/18/88

Erica Rose of Gloucester, who served as the assistant surgeon during Yogi's "operation," said she would like to be an assistant surgeon at the start of a medical career.

Nurse Dottie McNatt supervised the children throughout the surgery, and explained each step of the procedure from the time Yogi was wheeled into the operating room until he left for the recovery room.

The youngsters had the benefit of talking to an anesthetist, Dr. Rajni Patel, who followed the same procedure for Yogi that he would for a human patient.

Four teenagers who work as candy stripers, hospital volunteer assistants, are serv-

---

THE TIMES
TUESDAY
AUGUST 16, 1988

BEVE

Lisa Kosan photo

Campers in the "Good Works" day camp at Beverly Hospital tour the laboratory and learn about bacteria.

Hospital camp gives children

Ips. Chronicle 8/15/88

Cancer clinic offered Sept.

On Sept. 15, a free colorecta cer clinic will be held at (Emergency Center from 1 to 4.

There will be no exam given, ticipants will be given a take-hc testing kit and instructions on h to use the kit at home. The kit will returned to Cable Emergen where test results will be dete mined and participants will be not fied of test results.

The clinic will be conducted by Renee Burke, an oncology nurse. The clinic will be held in the conference room on the lower level of the center.

The kits have been made available by the American Cancer Society. There is no fee for this screening and all area residents are welcome to attend.

To arrange for an appointment, call the Community Relations Department at 922-3000, extension 2480. For those attending, it will be possible to pick up kits and instructions for other family members.

Times 8/11/88

GOINGS ON

TEDDY BEAR CLINIC: There will be a free Teddy Bear Clinic at the Cable Emergency Center on Saturday, Oct. 1, from 10 a.m. to noon.

A Teddy Bear Clinic is where children bring their favorite teddy bear or other stuffed animal in for a health check-up. This helps children alleviate some of the fears they may have when visiting a hospital or emergency center.

In addition to the clinic, there will be give-away items, refreshments, and several friends from "New England Alive" Petting Zoo will be available to join in the fun.

Friends who would like to attend should call the Community Relations Department at Beverly Hospital, by calling 922-3000, extension 2480.

STRESS AND RELAXATION SEMINAR: The Bay Area Visiting Nurse Association will sponsor a Stress and Relaxation Seminar on Wednesday, Sept. 14, from 7 to 8 p.m. in the Conference Room of the Cable Emergency Center.

In addition to stress and relaxation techniques, those wishing to have their blood pressure taken may do so at the end of the program.

The seminar will be limited to thirty people and pre-registration is required. It is not required that you be a resident of Ipswich, all area residents are welcome to participate. A fee of $10 will be charged for the program. To register, please call Susan Sep [illegible] at 356-5055.

Aug. 12, 1988 Boxford Chronicle

BLOOD PRESSURE SCREENING

The Bay Area Visiting Nurse Association will sponsor a free Blood Pressure Screening on Wednesday, August 24th, from 9 a.m. to 11 a.m. The Clinic will be held in the Lobby of the Cable Emergency Center at 126 County Road in Ipswich at the intersection of Rt. 1A & 133.

All area residents are welcome to [illegible] and appointments are not

---

8/18/88 Lynnfield-W. Peabody Shoppers News

Two Physicians For Beverly Hospital

Two new physicians have joined Associates in Ob-Gyn, effective August 1.

Doctors Daniel Steece and David DiChiara are now accepting new patients through the group's Beverly and Peabody offices.

Dr. Steece has come to the North Shore from Minneapolis, where he has recently completed his residency in obstetics and gynecology at University of Minnesota Hospitals.

Dr. DiChiara received his medical degree from 1984 from Boston University Medical School.

He completed both internship and residency in obstetrics and gynecology at Boston City Hospital.

Dr. DiChiara resides in D vers with his wife.

They will be practicing a 39 Cross Street, Peabody o of Associates in Ob-Gyn, a as the Beverly offices i Parkhurst Medical Builc

---

* * * Times 1/28/88

BEAUTIFICATION EFFORT: Last year, after giving birth at the North Shore Birth Center, Kerri Grenier made the rounds soliciting flowers and shrubs to brighten up the grounds of the center.

This year, once again, Grenier was down on her hands and knees doing further landscaping. Plants for the center were donated this year by Leonhard's and Ward's Greenhouses.

BEVERLY HOSPITAL GOLF TOURNAMENT

Beverly Hospital invites you to play in the first annual golf tournament to benefit the Beverly Hospital Century Fund Building Program. Join in the 100th Anniversary celebration on Monday, August 15th at 1:00 p.m. (Shotgun Start) at the Sheraton Tara Hotel at Ferncroft Village. The fee is $150 per person which includes greens fees, carts, prizes, Texas-style barbecue and more.

For registration and information, please call 922-3000 ext. 2486. Entries are limited, so register early.

Aug. 12, 1988
Boxford Chronicle.

Aug. 12, 1988 Boxford Chronic

COLORECTAL CANCER CLINIC

On September 15th, a fr Colorectal Cancer Clinic will be held Cable Emergency Center, intersection Routes 1A and 133 in Ipswich, from to 4 p.m. There will be no exam give Participants will be given a take-hon testing kit and instructions on how use the kit at home. The kit will b returned to Cable Emergency where te results will be determined an participants will be notified of te results. The clinic will be conducted b Renee Burke, R.N., oncology nurse The clinic will be held in th Conference Room on the lower level o the center.

The kits have been made available by the American Cancer Society. There is no fee for this screening, and all area residents are welcome to attend.

To arrange for an appointment, please call the Community Relations Department at 922-3000, extension 2480. For those attending, it will be possible to pick up kits and instructions for other family members.

TEDDY BEAR CLINIC

Keep Saturday, October 1 open to attend the Teddy Bear Clinic to be held at the Cable Emergency Center on County road in Ipswich. The free clinic will be at 10 a.m. till noon. The event is sponsored by Bay Area V.N.A. and the Cable Emergency Center.

A Teddy Bear Clinic is where children bring their favorite Teddy Bear or other stuffed animal in for a health check-up. This helps children alleviate some of the fears they may have when visiting a hospital or emergency center.

In addition to the clinic, there will be give-away items, refreshments and several friends from "New England Alive" petting zoo to join in the fun.

Friends who would like to attend should call the Community Relations Department at Beverly Hospital 922-3000, extension 2480.

Cable Emergency Center is located at 126 County Road in Ipswich, intersection of Routes 1A and 133.

Boxford Chronicle Aug 19, 88

Aug. 19, 1988
Boxford Chronicle

The Boxfor

DR. GORDON OFFICE IN IPSWICH AND TOPSFIELD

Dr. Michael S. Gordon has opened his practice of internal medicine and endocrinology in Ipswich and Topsfield.

Dr. Gordon formerly resided in the Boston area, where he recently completed a clinical and research fellowship in endocrinology at Brigham and Women's Hospital and held an appointment in the department of medicine at Harvard Medical School.

He has moved to Ipswich in order to devote full-time efforts to his new medical offices at Cable Professional Center, Ipswich and 50 Main Street in Topsfield.

STRESS AND RELAXATION SEMINAR

Boxford Chronicle
Aug 19, 1988

The Bay Area Visiting Nurse Association will sponsor a Stress and Relaxation Seminar on Wednesday, September 14th, from 7 to 8 p.m. The Seminar will be held at the Cable Emergency Center located at 126 County Road in Ipswich in the Conference Room on the lower level.

In addition to stress and relaxation techniques, those wishing to have their blood pressure taken may do so at the end of the program.

The seminar will be limited to thirty people and pre-registration is required. It is not required that you be a resident of Ipswich. All ar are welcome to participate. will be charged for the register, please call Susa 356-5055.

CPR COURSE

A CPR course will be held at the Cable Emergency Center on September 8th and 15th from 6:30 to 8:30 p.m. The class will be limited to 15 people.

The fee for the program is $20.00 per person and $10.00 for recertification. For further information or to register, please contact the Community Relations Department at 922-3000, ext. 2480.

Boxford Chronicle Aug. 19, 1988.

CHILD CARE COURSE

Boxford Chronicle - Aug. 19, 1988

A Child Care program will be held at the Cable Emergency Center in Ipswich (located at 126 County Road at the interesction of Rt. 1A and 133) on October 4, 5, & 6 from 3:15 to 5 p.m. in the Conference Room on the lower level of the Center.

The course is geared to girls and boys 11 years of age and older who will be babysitting. Children do not have to reside in Ipswich to attend this program.

Topics that will be discussed at the program will include: accident prevention, first aid, child development, diapering, feeding, handling of emergencies, etc.

The class will be limited to 15 students and pre-registration is required. A fee of $5.00 will be charged. Those who wish to register please contact the Community Relations Department at Beverly Hospital at 922-3000, ext. 2480.

The class is sponsored by the Bay Area Visiting Nurse Association, Cable Emergency Center and the Volunteer Department at Beverly Hospital.

Times 8/22/88

CHILD CARE PROGRAM: A Child Care program will be held at the Cable Emergency Center, on Oct. 4, 5 and 6, from 3:15 to 5 p.m. The class will be held in the Conference Room, located on the lower level of the Center.

The course is geared for girls and boys 11 years of age and older, who will be babysitting. Children do not have to reside in Ipswich to attend this program, all area youth are welcome to attend.

Several of the topics that will be discussed at the program will include: accident prevention, first aid, child development, diapering, feeding, handling of emergencies, etc.

The class will be limited to 15 students and pre-registration is required. A fee of $5 is charged for the program, and those who wish to register should contact the Community Relations Department at Beverly Hospital by calling: 922-3000, ext. 2480.

Monday Report 8/22/88 — Published by Mass. Hospital Assn. Burlington MA 01803

KIDS EXPLORE HEALTH CAREERS AT BEVERLY

Children of Beverly Hospital employees received a first hand look at health care careers during a week-long day camp this month. The "Good Works Day Camp" for 9 to 11-year-olds taught children that they could enjoy learning the operations of their hospital. They grew a culture in the laboratory, x-rayed a teddy bear in the radiology department, and performed an appendectomy on a giant stuffed bear in the operating room, said Nelda Quigley, director of volunteer services. Clad in their camp scrub shirts, the youngsters also chose one of three projects for the week: production of a newsletter, which included interviewing and photographing hospital employees; participating in an art project which was given to the hospital's Ledgewood Nursing Home; or acting in a skit which was presented on the final day of camp. Volunteers from the staff and community, as well as funding from the Lilly Lutz Foundation and Beverly Hospital made the camp possible, said Ms. Quigley. "It has been a whole hospital effort to impress the kids that we do something important and we can have fun while taking care of others," she said. Emphasizing the message to the children that health care is a serious, but rewarding, career is important at their impressionable age, she added. "Encouraging young people to explore hospital career opportunities is an essential long-term strategy to increase interest in health care as a positive career alternative," said Robert McNeil, MHA director for human resources and administrative services. "This type of summer experience provides young people with a unique opportunity to become acquainted with the hospital environment and the many career opportunities available."

HEALTH CARE HAPPENINGS

GOVERNOR MICHAEL DUKAKIS announced last week that 4,200 people have been enrolled in "CommonHealth," a program implemented through Massachusetts' health security act. CommonHealth (see MR 8/1/88)

Aug. 23, 1988

Cancer testing kits offered

Gloucester Times

The American Cancer Society encourages area residents to stop by one of two clinics in September to pick up a free colorectal cancer take-home testing kit.

The clinics will be held on Wednesday, Sept. 7, at Beverly Hospital, in the outpatient waiting area from 4 to 7 p.m., and Thursday, Sept 15, at the Cable Emergency Center in Ipswich in the conference room from 1 to 4 p.m.

There will be no exam given at these clinics. Patients will be given a

their

rato-

ll be

d the

ecom-

Relaxation seminar planned

Gloucester Times Aug. 23, 1988

The Bay Area Visiting Nurse Association will sponsor a "Stress and elaxation" seminar on Wednesday, Sept. 14, from 7 to 8 p.m. at the able Emergency Center in Ipswich in the conference room on the wer level.

In addition to

ave their blood

The seminar

quired. All ar

y calling Susa

ill be charged

[illegible] 8/24/88

HEALTH

Test kits are free

Free Colorectal Cancer Clinics take-home testing kits can be obtained at Beverly Hospital, 85 Herrick St., in the outpatient waiting area Sept. 7, or at Cable Emergency Center, 126 County Road, Ipswich (intersection of Routes 1A and 133) in the conference room Sept. 15.

There will be no exams given at the clinic. Participants will be given a take-home kit with instructions on how to use it. The kit will be returned to a laboratory, where results will be determined and participants notified of the findings.

Salem News 8/24/88

LIVING/

VISITING NURSE
LIFELI

Elizabeth "Betty" Tuff edits the monthly "Living Right Along" newsletter received by 25,000 North Shore elders. Her husband, Lindsay Tuff, is a Beverly Hospital volunteer who maintains the units for the hospital's crucial Lifeline system.

The Salem News/David Matt

Useful TIPS

Volunteer edits newsletter for seniors while her husband maintains Lifeline units

By BETTY MUNRO
News Staff

Elizabeth S. "Betty" Tuff is reviewing the latest edition of *Living Right Along*, reaching 25,000 North Shore elders on a monthly basis.

"Being older, you know what they wouldn't

In addition, both are active in affairs of the First Baptist Church of Beverly, where they are deacons. Betty handles all publications for the church.

"We've always worked all of our lives. We like it," says Lindsay, formerly of General Electric

DOCTOR JOINS STAFF: Pamela M.

Dr. Pamela M. Dietz

M.D., has
North Shore
prehensive
P.C., a multi-s
ty group prac
cated in D
Beverly an
wich. Dr.
joined the
on July 19, 19
is practicing
diatric spec
the Danvers
Orchard La
Dietz is a gra
Wells College in New York and UMD
Jersey Medical School. Upon comp
her residency training at Massachus
eral Hospital in Boston, Dr. Dietz joined North Shore Comprehensive Care.

PHYSICIANS ADDED TO PRACTICE: Two new physicians have joined Associates in Ob-Gyn, effective Aug. 1.

Doctors **Daniel Steece** and **David DiChiara** are now accepting new patients through the group's Beverly and Peabody offices.

Dr. David DiChiar

Dr. Steece, a Beverly resident, comes to the North Shore from Minneapolis, where he has recently completed his residency in obstetrics and gynecology at University of Minnesota Hospitals.

He is a 1984 graduate of the University
Vermont College of Medicine.

Dr. DiChiara, a Danvers resident, receiv
his medical degree in 1984 from Boston U
versity Medical School. He completed both inte
ship and residency in obstetrics and gynecolog
Boston City Hosital.

Both Dr. Steece and Dr. DiChiara have b
appointed to the Beverly Hospital Medical S
They will be practicing at the 39 Cross St., Peab
offices of Associates in Ob-Gyn, as well as
Beverly offices in the Parkhurst Medical Build

Times 8/25/88

Class offered on baby-sitting

A child care program will be held at the Cable Emergency Center in Ipswich on Oct. 4, 5 and 6 from 3:15 to 5 p.m. The class will be held in the conference room located on the lower level of the center.

The course is geared for girls and boys 11 years of age and older who will be baby-sitting. Children do not have to reside in Ipswich to attend this program. All area youth are welcome to attend.

The class will be limited to 15 students and pre-registration is required.
progra
registe
munity
Bever
3000, e
Cab
cated
at the
133.

Ips Chronicle 8/11/88

CPR course offered at Cable

A CPR course will be held at the Cable Emergency Center on Sept. 8 and 15 from 6:30 to 8:30 p.m. The class will be limited to 15 people.

The fee for the program is $20 per person and $10 for recertification. For further information or to register, call the Community Relations Department at 922-3000, extension 2480.

The Cable Emergency Center is located at 126 County Road in Ipswich at the intersections of Routes 1A and 133.

Ips. Chronicle 8/25/88

LEGA

Public Notice Conc... Beverly Hospital

Beverly Hospital, Herrick Street, Beverly, MA 01915 intends to file an application with the Massachusetts Department of Public Health for a Determination of Need to provide cardiac catheterization services at that facility. The estimated capital cost for the project is $188,000.

Any ten taxpayers of the Commonwealth may register in connection with the application, and if requested, a public hearing shall be ordered on the application at the request of any such ten taxpayers made in writing, not later than September 21, 1988. Such registrations or requests for hearing shall be sent to the Department of Public Health, Determination of Need Program, 150 Tremont Street, Boston, MA 02111. The application may be inspected at such address and also at the Northeast Health Planning Council, 29 Lowell Street, Peabody, MA 01960.

Legal Notice

Public Notice Concerning Beverly Hospital

Beverly Hospital, Herrick Street, Beverly, MA 01915 intends to file a Determination of Need application with the Massachusetts General Hospital (55 Fruit Street, Boston, MA 02114) and the New England Medical Center (750 Washington Street, Boston, MA 02111) and other hospitals for mobile biliary lithotripsy. The estimated total maximum capital expenditure for the combined project is $3,964,419.

Any ten taxpayers of the Commonwealth may register in connection with the application, and if requested a public hearing shall be ordered on the application at the request of any such ten taxpayers made in writing, not later than September 21, 1988. Such registrations or requests for hearing shall be sent to the Department of Public Health, Determination of Need Program, 150 Tremont Street, Boston, MA 02111. The application may be inspected at such address and also at the Northeast Health Planning Council, 29 Lowell Street, Peabody, MA 01960.

Times 8/26/88

News 8/26/88

BRIEFLY

Teddy bear clinic set

IPSWICH — A teddy bear clinic will be held at the Cable Emergency Center on Saturday, Oct. 1, from 10 a.m. to 12 noon. This is where children bring their favorite Teddy Bear or other stuffed animal in for a check up. This helps alleviate some of the fear they have when visiting a hospital or emergency clinic. In addition to the clinic, special guests will include several friends from "New England Alive" petting zoo. Refreshments will be served. You do not have to reside in Ipswich to attend. Please R.S.V.P. if you are planning to attend by calling the Community Relations Department at Beverly Hospital. Children attending the clinic should be accompanied by an adult. The Cable Emergency Center is located at the intersection of Route 1A and 133.

Screening clinic set

IPSWICH — On Thursday, Sept. 15, a free colorectal cancer clinic will be held at the Cable Emergency Center in Ipswich, in the conference room, from 1-4 p.m. There will be no exam given at the clinic, but participants will be given a take home testing kit and instructions on how to use the kit at home. The kit will be returned to one of the hospital's laboratories where test results will be determined and participants will be notified of test results. The kits are provided by the American Cancer Society. There is no fee to attend. All area residents are welcome. Although walk-in guests are welcome, to alleviate any waiting, registration is recommended by calling the community relations department at Beverly Hospital.

Stress seminar planned

IPSWICH — The Bay Area Visiting Nurse Association will sponsor a stress and relaxation seminar on Wednesday, Sept. 14, from 7-8 p.m. at the Cable Emergency Center, 126 County Road, Ipswich. The seminar will be held in the conference room on the lower level of the center. Blood pressure will also be taken at the end of the program. The seminar is limited to 30 people and registration is required. The seminar is open to all. A $10 fee will be charged. To register, please call Susan Sepich at the Bay Area Visiting Nurse Association.

THE TIMES
TUESDAY
AUGUST 30, 1988

GOINGS ON

STRESS SEMINAR
Nurse Association wil
stress and relaxation, c
p.m. at the Cable Eme
Road in Ipswich. The
Conference Room, on t
In addition to learni
niques, participants m
sure taken at the end
The seminar will be
registration required. It is not required that you be a resident of Ipswich. A fee of $10 will be charged for the program. To register, call Susan Sepich at 356-5055.

TEDDY BEAR CLINIC: A Teddy Bear Clinic will be held at the Cable Emmergency Center on Saturday, Oct. 1, from 10 a.m. to noon, at 126 County Road in Ipswich at the intersection of Routes 1A and 133.

The Teddy Bear Clinic allows children to bring their favorite Teddy Bear or other stuffed animal in for a check up, alleviating some the fear they encounter when visiting a hospital or emergency center.

Special guests will include friends from the "New England Alive" petting zoo. Refreshments will be served and there will be give-away items.

The clinic is open to non-residents of Ipswich. To attend, register with the Community Relations De-
dren attending
mpanied by an
Area Visiting

BACK CARE: A "back school" will be sponsored by the Beverly Hospital physical therapy department in September.

The four-part series on back care will be held on Sept. 13, 15, 20 and 22. All sessions will meet from 6:15-7:30 p.m. in the physical therapy department.

Registered physical therapists, an occupational therapist and registered nurse will conduct the series, designed for those who have back injuries or wish to avoid injuries.

The series will cover anatomy of the spine and how injuries occur, exercise, body mechanics, posture, nutrition and stress management.

A fee of $45 will be charged for the series.

Enrollment in the back school is limited. For registration or further information, contact the physical therapy staff at 922-3000, ext. 2670.

Times 8/30/88

DRIVING FORCE: Beverly Hospital's recent golf tournament raised $6,700 for its century fund building program, part of the hospital's 100-year anniversary celebration.

* * *

Times 8/30/88

Lynn

Teddy bear clinic

A teddy bear clinic will be held at Cable Emergency Center, Ipswich, on Saturday, Oct. 1, from 10 a.m. to 12 noon.

A teddy bear clinic is where children bring their favorite teddy bear or other stuffed animal in for a checkup. It helps children alleviate some of the fear they have when visiting a hospital or emergency center.

In addition to the clinic, special guests will include several friends from New England Alive petting zoo. All area residents are invited to attend by calling the community relations department at 922-3000, ext. 2480. Children should be accompanied by an adult.

The Cable Emergency Center is located at 126 County Road at the intersection of Rt. 1A and 133.

Back to basics

A "back school" is being sponsored by Beverly Hospital's physical therapy department.

The four-part series on back care will be held on Sept. 13, 15, 20 and 22. All sessions will meet from 6:15-7:30 p.m. in the physical therapy department. Registered physical therapists, an occupational therapist and registered nurse will conduct the series, designed for those who have back injuries or wish to avoid injuries.

The series will cover anatomy of the spine and how injuries occur, exercise, body mechanics, posture, nutrition and stress management. A fee of $45 will be charged for the series.

Enrollment in the back school is limited. For registration or further information, contact the physical therapy staff at 922-3000, ext. 2670.

going director of the North Shore Health Planning Council, is blunt about the status of health plan-

have known it, is dead," h

dead for some time."

A crisis of iden

At best, the North Shore Health

NORTH S
SUN
Vol. 12 No. 4 SUNDAY, AUGUST 28, 1988 110,000 circulatio

A War Between the Angels

Whether it's good service, sweetheart deals, or a little of both, Life-Line Ambulance is emerging as the North Shore's dominant emergency service.

By TAYLOR ARMERDING

In the cutthroat business of saving lives here on the North Shore, the angels of mercy are traditionally at war.

Fp3 Chronicle 9/1/88

Stress seminar offered at Cable

The Bay Area Visiting Nurse Association will sponsor a stress and relaxation seminar on Wednesday, Sept. 14, from 7 to 8 p.m.

The seminar will be held in the conference room at the Cable Emergency Center located at
County
In ad
tion te
have t
may d
progra
The s
people
quired.
a reside
dents a
fee of
progra
Sepich

Fp3 Chronicle 9/1/88

CPR course offered at Cable

A CPR course will be held at the Cable Emergency Center on Sept. 8 and 15 from 6:30 to 8:30 p.m. The class will be limited to 15 people.

The fee for the program is $20 per person and $10 for recertification. For further information or to regis-
the Community Relations

Times 9/2/88

COMMUNITY VOLUNTEERS: The North Shore Community Volunteer Association (NSCVA) will hold their first annual meeting on Sept. 12 at 8 p.m., in the Beverly Hospital Board Room.

NSCVA is a recently formed group of young, professional people.

The membership offers assistance to community service agencies with a variety of projects.

In the past six months, NSCVA members have completed hands-on projects for Project RAP's teen shelter, Spar and Spindle Girl Scout Council, Bay Area Visiting Nurse Association, Danvers State Hospital and Beverly Hospital.

Prospective new members are invited to join current members at the annual meeting.

Guest speaker will be Jack Good, vice president of community relations and development for Beverly Hospital.

Further information on the association is available from Nelda Quigley, Beverly Hospital director of volunteer services, at 922-3000, ext. 2308, or Lisa Kraft, NSCVA president, at 922-8586.

WEIGHT LOSS PROGRAM: The Center for Nutritional Research, at Beverly Hospital, will hold a free orientation to their weight loss program on Monday, Sept. 12, at 7 p.m.

The center specializes in weight control for individuals who are at least 40 pounds overweight.

The weight loss program is medically supervised and features the Optifast diet plan, behavior modification, nutrition education and medical monitoring.

Medical director of the center is Dr. Michael Gordon, an internist
gist, who works closely with a registered nurse and
r a team approach to the individual client's needs.
ion is required for the free orientation.
e about the program, contact the center staff, at 922-

Camp successful

This past week, Beverly Hospital and The Evelyn Lilly Lutz Foundation co-sponsored the Good Works Day Camp for their employees' children. The goal of the camp was to introduce these young children (ages 9 to 11) to health care and health-care career professions via departmental visits and many "hands on" experiences. This program was highly successful – the children reported that they learned a great deal about "hospital life" and had a fun time, as well. Many have already requested to sign-up for next year!

Much of the camp's success was due to the support and encouragement given to us by the staff, volunteers, and the administration of both organizations. We are also appreciative of the splendid story by Lisa Kosan, which was published in the Times on Aug. 16. Many of our friends and coworkers commented about that informative article and we thank the Times for telling its readers about our innovative and unique program.

Susan L. Farley, R.N.
Camp Director
Good Works Day Camp
Beverly

Businesses thanked

The staff on Alt 4 at Beverly Hospital would like to acknowledge the contributions of several area businesses toward the recent open house for our oncology unit.

Door prizes were generously donated by Hide-A-Way Florist of Beverly, American Popcorn Company of Danvers, Beverly Hospital Gift Shop, Henderson's and The Brass Elephant of Wenham, New England Health Resources of Boston, Gates Apothecary of Lynnfield, Pharmacia Deltec Inc. and Wyeth-Ayerst Laboratories.

The generosity and support of these businesses helped to make our open house a success.

Annette Sullivan
Clinical Coordinator
Beverly Hospital

Times 9/2/88

News 9/1/88

Cancer clinic sponsored by Cable

IPSWICH — On Sept. 15, a free colorectal cancer clinic will be held at Cable Emergency Center from 1-4 p.m. in the conference room on the lower level of the center. Participants will be given a take-home testing kit and instructions on how to use the kit at home. The kit will be returned to Cable Emergency where test results will be determined and participants will be notified of the results. There is no fee for this screening and all area residents are welcome to attend. To make an appointment, call the Community Relations Department at Beverly Hospital. Those attending can also pick up kits and instructions for other family members.

THE TIMES
FRIDAY
SEPT. 2, 1988

GOINGS ON

COLORECTAL CANCER: On Sept. 7, a free Colorectal Cancer Clinic will be held at the Beverly Hospital, from 4 to 7 p.m., in the Outpatient Department.

There will be no exam given, participants will be given a take-home testing kit and instructions on how to use the kit at home.

The kit will be returned to the laboratory at Beverly Hospital, where test results will be determined and participants will be notified of test results.

Instructions will be conducted by registered nurses, and a physician will be available to answer any questions and concerns that participants may have.

The kits have been made available by the American Cancer Society.

There is no fee for this screening, and all area residents are welcome to attend.

Although walk-in guests are welcome, to alleviate any waiting, preregistation is required by calling the Community Relations Department, at 922-3000, ext. 2480.

NEW PARENTS: Beverly Hospital's Maternity Department is offering a variety of fall courses and programs for expectant and new parents.

Prepared childbirth classes meet for eight weeks on weekday evenings or weekends.

The course should be started during the sixth or seventh month of pregnancy. New sessions will begin Sept. 12 or Nov. 7.

A two-session refresher class is available for those who have previously attended prepared childbirth classes.

Sessions will be held Sept. 6 and 13, Oct. 4 and 11, or Nov. 1 and 8.

Individual sessions are also offered for preparation for Cesarean birth, vaginal birth after Cesarean, breast-feeding and infant care.

All meetings are held on weekday evenings.

Cesarean birth classes will be offered on Oct. 20 or Dec. 15, from 7:30-10 p.m.

For those anticipating vaginal birth after Cesarean, sessions will be held Sept. 22 or Nov. 17, from 7:30 to 9:30 p.m.

Breast-feeding sessions are scheduled for Sept. 15, Oct. 20 or Nov. 17, from 7:30 to 9:30 p.m.

Infant care classes will be held Sept. 8, Oct. 13 or Nov. 10, from 7 to 9:30 p.m.

Sibling classes are also offered to help prepare children for the birth of a new baby.

Classes for children under six years will be held on Sept. 22, Oct. 27 or Nov. 16, from 6:30 to 7:30 p.m. Children over six may attend classes on Sept. 20 or Nov. 15, also from 6:30-7:30 p.m.

Information and support programs are available for those who have already given birth.

Mother's Club meetings are held on the last Friday of each month, from 11:30 a.m. to 12:30 p.m. New mothers are invited to hear guest speakers, ask questions and share their concerns.

Babies are welcome.

On Sept. 20, Dr. Peter Short, pediatrician, will review the growth and development process occuring during the first year of a child's life.

During the Oct. 28 meeting, registered dietician Eileen Thibeault will address the nutritional issues affecting infants and preschool children.

On Nov. 25, Dr. Paula Heimberg, pediatrician, will discuss behavioral issues and setting limits for your child.

Other programs include a postpartum support group for first time mothers and infants, which meets twice weekly for four weeks, and exercise classes for expectant and new mothers.

For further informaion or registration in any of the above programs, contact Beverly Hospital's Maternity Department at 922-3000, ext. 2200.

Hospital holding rectal cancer clinic

BEVERLY — Officials at Beverly Hospital remind area residents that they will conduct colorectal cancer clinics this month that feature take-home test kits.

The clinic will be held Wednesday, Sept. 7 from 4 to 7 p.m. in outpatient waiting room at Beverly Hospital and Thursday, Sept. 15 from 1 to 4 p.m. in the conference room at Cable Emergency Center, Ipswich.

There will be no examinations at the clinics. Participants will be given a take-home testing kit with instructions on how to use it. The kits should be returned to one of the medical facilities where test results will be determined and participants notified of the results.

Hospital personnel note the kits are being furnished by the American Cancer Society and there will be no charge to participants.

Those attending the clinics will be able to pick up test kits for family members who will not be able to attend.

News 9/6/88

---

babysitters is offered

IPSWICH — Beverly Hospital will conduct a three-day course on child care for boys and girls who work as babysitters.

Classes will be held in the Cable Emergency Center, and are open to all area residents 11 and older. The class will meet Tuesday, Wednesday and Thursday, Oct. 4, 5 and 6 at 3:15 p.m. in the conference room at the emergency center.

Topics to be discussed include accident prevention, first aid, child development, diapering, feeding and handling emergencies.

Hospital officials said the class will be limited to 15 students. Advance registration is required and a registration fee will be charged.

The course is sponsored by the Bay Area Visiting Nurse Association, Cable Emergency Center and the Volunteer Department at Beverly Hospital.

Registrations can be made by calling the community relations office at Beverly Hospital.

world.

Plantar fasciitis is a common,

9/6/88

SPORTS MEDICINE

By Dr. John Boyle

Four years ago I must have really ticked off the Main Man because he made me pay for it, but good.

It happened in the midst of a banner running season and essentially shut down all training and racing for six months. Who would believe that a little heel problem could eventually make walking, let alone running, such painful experience?

Getting out of bed in the morning became a feared event. I actually began to sit in the operating room – and everyone knows that "real surgeons don't sit." Lord knows what I did wrong. But anyone who has ever dealt with plantar fasciitis will agree that nobody deserves the experience.

What the devil is "plantar faciitis" you might ask? Plantar fasciitis is the most commonly seen overuse injury in my orthopedic practice: more common than shin splints, shoulder tendinitis and tennis elbow combined. It most often occurs in athletes but can also develop in active people who are on their feet for extended periods, i.e., postal workers, nurses, housewives.

If you sit barefoot with one leg crossed over another, you'll notice that the arch of your foot resembles a bow. A high-arched foot suggests a tensed bow, a flat foot means a bow that is far more loosely strung. By pulling back on your toes, the bowstring, or plantar fascia, which runs the length of your foot, can be seen and felt. It's a thick, fibrous ligament that starts at the toes in the forefoot and runs along the sole to firmly attach to the undersurface of the heel bone (calcaneus).

As you bear weight on the foot, the arch (bow) wants to flatten out. The plantar f (bow string) is there
netimes the
tarts
tru
strir

tight and has less give, rendering it more susceptible to overstretching and breakdown.

People with flat feet, on the other hand, appear to be less prone to suffer from plantar fasciitis. Their bowstring is not tight enough to hold an arch and therefore less prone to injury.

You'll probably know plantar fasciitis if you've got it. In fact, the pain of plantar fasciitis will be the first thing you notice in the morning when you roll out of bed. You'll feel it in the heel area, occasionally radiating out into the midfoot. With walking during the day, pain will usually diminish. Likewise, with running, the pain will be worst during the first mile and become progressively more tolerable as your workout continues. An hour or so after running, the pain often returns.

People with advanced plantar fasciitis, like my friend Dave, may have constant, unrelenting pain while walking and running. These are the victimized few who would sincerely consider selling their soul for a cure.

Treatment of plantar fasciitis can be a difficult and frustrating experience. People can't just stay off their feet until the inflammation resolves. Often the very thing that brought on their problem to begin with is the same thing they want to return to as quickly as possible and, of course, pain free.

Fortunately, we have put together a treatment program that is effective in about 95 percent of people with plantar fasciitis. It is based upon a progression from the most conservative and simple measures to more complex treatment. I like to call it my "Three Phase Treatment Program," and any of you who have seen me for an overuse injury have had the description (often diagrammed on the examination table paper).

The Three-Phase Treatment Program for Plantar Fasciitis goes like this:

Phase I: Home Program

- arch support (especially for the high-arched foot);
- icing routine daily for 30 minutes after workout;

rofen);
el cord

Boxford Chronicle 9/2/88

STRESS & RELAXATION SEMINAR

The Bay Area Visiting Nurse Association will sponsor a Stress and Relaxation Seminar on Wednesday, September 14th, from 7 to 8 p.m. at the Cable Emergency Center at 126 County Road in Ipswich. The seminar will be held in the Conference Room on the lower level of the Center.

In addition to stress and relation techniques, those wishing to have their blood pressure taken may do so at the end of the program.

The seminar will be limited to thirty people and pre-registration is required. It is not required that you be a resident of Ipswich. All area residents are welcome to participate. A fee of $10 will be charged for the program. To register, please call Susan Sepich at 356-5055.

BACK SCHOOL

Boxford Chronicle 9/2/88

A "back school" will be sponsored by the Beverly Hosptial physical therapy department in September.

The four-part series on back care will be held on September 13, 15, 20 and 22. All sessions will meet from 6:15 – 7:30 p.m. in the physical therapy department.

Registered physical theapists, an occupational therapist and registered nurse will conduct the series, designed for those who have back injuries or wish to avoid injuries.

The series will cover anatomy of the spine and how injuries occur, exercise, body mechanics, posture, nutrition and stress management.

A fee of $45 will be charged for the series.

Enrollment in the back school is limited. For registration or further information, contact the physical therapy staff at 922-3000, ext 2670.

CENTER FOR NUTRITIONAL RESEARCH

Bud Terry has tried many diets. He has counted calories and joined weight loss programs. In the last four years, he has lost an average of 30 pounds per year, only to regain all of it and more.

He retired last October from his GE engineering job. At age 55, Bud thought he would do some part-time work but found his energy level was not optimal for his plans. When he returned from a Florida vacation with an additional 10 pounds of weight, Bud's wife remarked that he would not live long enough to enjoy retirement.

"I knew she was right, and my doctor had been nagging me for years to take off the weight," Bud commented. "I had tried many other programs, but none of them worked for me." Then he heard about a new weight loss program being offered at the Beverly Hosptial.

Seventeen weeks later and 70 pounds lighter, Bud is a staunch supporter of the three-part plan provided by the Hospital's Center for Nutritional Research. He has gone from a 44 1/2" to a 35" waistline. His blood pressure is down from 145/95 to 110/60. His cholesterol has dropped from 254 to 114. He feels (and looks) terri says he and his family couldn't be happier with his success.

The Center's programs are medically supervised by a physicia Gordon), registered nurse and psychologist. Several different diet plans a each takes into account the individual's lifestyle and food preferences.

The basic plan of treatment consists of a supervised fast, group behavior modification, and weekly visits to monitor health status. A plans are intended for those who are medically obese – 40 pounc overweight.

According to Dr. Gordon, obesity is a serious medical problem which creases the risk of developing high blood pressure, diabetes, cardiovascular disease and numerous other health problems. "Combining a very low calorie diet, medical supervision, behavior modification and exercise can help the obese individual achieve significant weight loss and a healthier life."

The Center for Nutritional Research conducts free orientations to their program on a regular basis. The next orientation will be held September 12. For further information, contact the Center staff at 922-3000, ext 5000.

Beverly Chronicle 9/7/88

NORTH SHORE COMMUNITY VOLUNTEER ASSOCIATION MEETING on Sept. 12, 8 p.m. in the Beverly Hospital Board Room, Beverly. For information contact Nelda Quigley, 922-3000, ext. 2308.

[illegible] 9/1/88

Relaxation seminar planned

The Bay Area Visiting Nurse Association will sponsor a "Stress and Relaxation" seminar on Wednesday, Sept. 14, from 7 to 8 p.m. at the Cable Emergency Center in Ipswich in the conference room on the lower level.

Call Susan Sepich at 356-5055.

Sept. 7, 1988 Gloucester Times

FALL CLASSIC: Final plans are being made for the 1988 Topsfield Fall Foliage Classic, presented by the Topsfield Rotary and Topsfield Lions Club. The event, to benefit the Tri-Town Council on Youth and Family Services, will take place Saturday, Sept. 18, from the Topsfield Village Shopping Center on Main Street.

This sixth annual event has something for every family member: a five-mile road race beginning at 2 p.m., a five-mile family walk beginning at 1:30 p.m., and a 1.5 mile fun run beginning at 1 p.m.

Pre-race events will include an aerobics warm-up with music; a health and fitness exhibition by Beverly Hospital, and a trade show featuring local businesses. Refreshments, race awards, and raffle items will be given out at the race's finish.

The five-mile scenic course is a perennial favorite for local runners. This year, the course will be certified by a professional race management team.

Cargill Communications, race organizers, would like to thank the following companies for their generous support of this event. Bank of New England, Barron Chevrolet, BayBanks, Beverly Hospital, Family Mutual Savings Bank, Ipswich Bay Glass, Sennott Insurance, Evans Industries, Cargill Insurance, Reebok, Parson's Corner Flowers, Hunneman Realtors, North Shore Grinding, Gil's Grocery, and Thompson Real Estate.

For further information, please contact Cargill Communications at 887-3600.

Times 9/6/88

Dealing with back woes

Gloucester Times Sept. 7 1988

A four-part "back school" will be held at Beverly Hospital in the physical therapy department in September.

The sessions will be held from 6:15 to 7:30 p.m. on Sept. 13, 15, 20 and 22 conducted by registered physical therapists, an occupational therapist and a registered nurse.

The program is planned for people who have had back injuries, and those who wish to avoid such injury. The series will cover anatomy of the spine and how injuries occur, exercise, body mechanics, posture, nutrition and stress management.

A fee of $45 will be charged for the four sessions.

Enrollment is limited, and those wishing to register or in need of additional information should call the physical therapy staff at 922-3000, extension 2670.

Maternity courses planned

Beverly Hospital maternity department is offering a variety of fall courses and programs for expectant and new parents.

Prepared childbirth classes meet for eight weeks on weekday evenings or weekends. The course should be started during the sixth or seventh month of pregnancy. New sessions will begin Monday and Nov. 7.

A two-session refresher class is available for those who have previously attended prepared childbirth class. Sessions will be held Sept. 13, Oct. 4 and 11 and Nov. 1 and 8.

Individual sessions are also offered for preparation for cesarean birth, vaginal birth after cesarean, breast feeding and infant care. All meetings are held on weekday evenings. Cesarean birth classes will be offered on Oct. 20 or Dec. 15 from 7:30 to 10 p.m.

For those anticipating vaginal birth after cesarean, sessions will be held Sept. 22 or Nov. 17, from 7:30 to 9:30 p.m.

Breastfeeding sessions are scheduled for Sept. 15, Oct. 20 or Nov. 17, from 7:30-9:30 p.m.

Infant care classes will be held Thursday, and Oct. 13 and Nov. 10 from 7-9:30 p.m.

Sibling classes are also offered to help prepare children for the birth of a baby. Classes for children under 6 will be held on Sept. 22, Oct. 27 or Nov. 16 from 6:30-7:30 p.m. Children over 6 may attend classes on Sept. 20 or Nov. 15, also from 6:30-7:30 p.m.

Information and support programs are available for those who have already given birth.

Mother's club meetings are held on the last Friday of each month, from 11:30 a.m. to 12:30 p.m.

On Sept. 20, Dr. Peter Short, pediatrician, will review the growth and development process occurring during the first year of a child's life.

During the Oct. 28 meeting, registered dietitian Eileen Thibeault will address the nutritional issues affecting infants and preschool children.

On Nov. 25, Dr. Paula Heimberg, pediatrician, will discuss behavioral issues and setting limits for your child.

Other programs include a postpartum support group for first time mothers and infants which meets twice weekly for four weeks, and exercise classes for expectant and new mothers.

For further information or registration, contact Beverly Hospital's maternity department at 922-3000, ext. 2200.

Volunteer group meets

The North Shore Community Volunteer Association (NSCVA) will hold its first annual meeting on Monday at 8 p.m. in the Beverly Hospital board room.

NSCVA is a recently-formed group of professionals who offer assistance to community service agencies with a variety of projects.

Speaker will be Jack Good, vice president of community relations and development for Beverly Hospital.

For further information, call Nelda Quigley, Beverly Hospital director of volunteer services at 922-3000, ext.2308 or Lisa Kraft, NSCVA president, at 922-8586.

Weight loss program

The Center for Nutritional Research at Beverly Hospital will hold a free orientation for its weight loss program on Monday at 7 p.m.

weight loss program is med-

You can try every diet available to lose 40 lbs.... but OPTIFAST Will Work!

Rapid, safe weight loss

Medically supervised

Over a quarter million participants over 12 years

Dietary programs including OPTIFAST

Maintenance groups

FREE Orientation Meeting

Mon., Sept. 12, 7:00 to 8:30pm
Please pre-register; 922-3000, ext. 5000

The OPTIFAST program at
BEVERLY HOSPITAL
Center for Nutritional Research
Herrick & Heather Streets
Beverly, MA 01915

BEVERLY HOSPITAL
More than a Hospital…a Family Centered Health Care System.

Times 9/7/88

NS Weeklies Region 9/7/88

BEVERLY HOSPITAL
Center for Nutritional Research
Herrick & Heather Streets
Beverly, MA 01915

BEVERLY HOSPITAL
More than a Hospital…a Family Centered Health Care System.

Salem News 9/8/88

Fall Courses At Beverly Hospital

Beverly Hospital's Maternity Department is offering a variety of Fall courses and programs for expectant and new parents.

Prepared childbirth classes meet for eight weeks on weekday evenings or weekends. The course should be started during the sixth or seventh month of pregnancy. New sessions will begin September 12 or November 7.

A two session refresher class is available for those who have previously attended prepared childbirth class. Sessions will be held September 6 and 13, October 4 and 11 or November 1 and 8.

Individual sessions are also offered for preparation for cesarean birth, vaginal birth after cesarean, breast feeding and infant care. All meetings are held on weekday evenings.

Cesarean birth classes will be offered on October 20 or December 15 from 7:30 to 10 p.m.

For those anticipating vaginal birth after cesarean, sessions will be held September 22 or November 17, from 7:30 to 9:30 p.m.

Breastfeeding sessions are scheduled for September 15, October 20 or November 17, from 7:30 to 9:30 p.m.

Infant care classes will be held September 8, October 13 or November 10, from 7 to 9:30 p.m.

Sibling classes are offered to help prepare children for the birth of a new baby. Classes for children under six years will be held on September 22, October 27 or November 16 from 6:30 to 7:30 p.m. Children over six may attend classes on September 20 or November 15, also from 6:30 to 7:30 p.m.

Information and support programs are available for those who have already given birth.

Mother's Club meetings are held on the last Friday of each month, from 11:30 a.m. to 12:30 p.m. New mothers are invited to hear guest speakers, ask questions and share their concerns. Babies are welcome.

On September 20, Dr. Peter Short, pediatrician, will review the growth and development process occurring during the first year of a child's life.

During the October 28 meeting, registered dietitian Eileen Thibeault will address the nutritional issues affecting infants and preschool children.

On November 25, Dr. Paula Heimberg, pediatrician, will discuss behavioral issues and setting limits for your child.

Other programs include a postpartum support group for first time mothers and infants which meets twice weekly for four weeks, and exercise classes for expectant and new mothers.

For further information or registration in any of the above programs, contact Beverly Hospital's Maternity Department at 922-3000, ext. 2200.

Cricket 9/1/88

---

vers Herald September 8, 1988

erwood to head
th care agency

erwood has been
utive director of
, a private home
agency based in

v position with
Underwood, a Be-
will be responsi-
s to acute and ex-
acilities on the
d for the selection
n of nursing and
re staff.

a consultant in
ion at Beverly
e former direc-
lth Profession-
ly.

established in
al franchise
Professional
th 50 offices
Health Force
health care
registered
ctical/voca-
sing assis-
ers, home
companions.

The Health Force office is located at Suite 2B in the Liberty Tree Office Park.

Della Underwood

need by keeping the caliber of continuing health care high, and the on-going costs reasonable and cost-effective."

Underwood said Health Force works closely with individual physicians to ensure complete care for patients.

PRACTICE RELOCATED: Nabil Jarudi, M.D., has relocted his practice of ophthalmology to 39 Cross St., Peabody.

Jarudi is certified by the American Board of Ophthalmology and has specialized for 15 years in the treatment of diseases and disorders of the eyes.

He received his medical degree in 1966 from the American University of Beirut, Lebanon, where he also completed internship and a three-year residency in ophthalmology.

Dr. Nabil Jarudi

After a year of practice at Dharan (Saudi Arabia) Health Center, Jarudi came to the United States to serve as chief resident in ophthalmology at the University of Missouri, followed by a fellowship in cornea and external disease at the University of Iowa Hospitals.

He took postgraduate training in contact lens technology and fitting at Baylor College of Medicine, then joined a group practice for ophthalmology in Jefferson City and Columbia, Mo.

In 1973, Jarudi returned to Lebanon and opened a private practice in Beirut. During the next 14 years, he taught ophthalmology at the American University, served as a constultant at King Faisal Specialist Hospital and Research Center and Dhahran Health Center, Saudi Arabia, and introduced to the Lebanese people a number of specialized surgical techniques in addition to the fitting of contact lenses.

Bev/Peab Times 9/8/88

Ipswich Chronicle 9/8/88

Ipswich hires its first trainer

'Athlete's best interest — that's the bottom line'

By Anne Lamoriello

Eagles to tigers — Tom Faulds, who spent a season as assistant trainer with the Philadelphia Eagles during the 1986 season, is the high school's first-ever athletic trainer. (Photo by Anne Lamoriello)

You see them on the sidelines of nearly every sport — running out to attend to injured athletes, pockets bulging with tape and other instruments of first aid.

Athletic trainers. They are the custodians of an athlete's body. At the professional, amateur and college level, having an athletic trainer on hand is a necessity, not a luxury.

Lucky are the students of Ipswich High. For the first time in the school's history, it will have an athletic trainer in place starting this 1988-89 season.

His name is Tom Faulds and his job will be to keep Ipswich athletes healthy.

"A trainer's function is basically to prevent injuries with proper conditioning, to care for injuries once they happen and to supervise their rehabilitation," said Faulds, 25, last week at the high school. "But I think the emphasis should be on prevention and developing good sound training programs to prevent injuries before they occur."

Peter Harmeling, director of the Sports Medicine Performance Center at Beverly Hospital said he had been working on putting an athletic trainer in place at the high school for about nine or 10 months with Tom Urban, executive vice president of Beverly Hospital, Art Carey, former high school athletic director, members of the Ipswich School Committee and the athletic subcommittee.

"Art and I talked quite a while ago about the need for an athletic trainer," said Harmeling. "An athletic trainer is the only health care professional whose entire training, experience and education is devoted solely to the needs of the

tive. Hopping and Faulds will set up a priority system for the year's event coverage. It works that way in any organization that employs a trainer. "Usually the trainer goes where the probability of injury if

'Preven
rehabili
three k

CPR course offered at Cable

A CPR course will be held at the Cable Emergency Center on Sept. 8 and 15 from 6:30 to 8:30 p.m. The class will be limited to 15 people.

The fee for the program is $20 per person and $10 for recertification. For further information or to register, call the Community Relations Department at 922-3000, extension 2480.

The Cable Emergency Center is located at 126 County Road in Ipswich at the intersections of Routes 1A and 133.

Stress seminar offered at Cable

The Bay Area Visiting Nurse Association will sponsor a stress and relaxation seminar on Wednesday, Sept. 14, from 7 to 8 p.m.

The seminar will be held in the conference room at the Cable Emergency Center located at 126 County Road in Ipswich.

Ipswich Chronicle 9/1/88

BRIEFLY

Salem News 9/1/88

'Back' to school without strain

BEVERLY — A "back school," a four-part series on back care, will be sponsored by the Beverly Hospital physical therapy department starting Sept. 13 at 6:15 p.m. at the hospital. Contact the hospital for reservations.

Volunteer Association

BEVERLY — The North Sl
unteer Association will hold it:
Monday, Sept. 12 at 8 p.m. in
board room.

The association is a recen
young professional people. Th
assistance to community servic
riety of projects.

Prospective new members
members at the annual meetin

Further information about
available from Nelda Quigley,
rector of volunteer services, o
vice president.

Weight loss program of

BEVERLY — The Center
search at Beverly Hospital wil
tion to its weight loss program
p.m.

The center specializes in we
viduals who are at least 40 pou

Medical director of the cent
internist and endocr

grams. Individual sessions may also be scheduled. Caesarian birth classes will be offered Oct. 20 or Dec. 15. Breastfeeding sessions are scheduled for Sept. 15, Oct. 20 or Nov. 17. And infant care classes will be held starting Sept. 8, Oct. 13 or Nov. 10. Contact the hospital for more information.

Boxford Chronicle

FOR EXPECTANT AND NEW PARENTS

Beverly Hospital's Maternity Department is offering a variety of Fall courses and programs for expectant and new parents.

Prepared childbirth classes meet for eight weeks on weekday evenings or weekends. The course should be started during the sixth or seventh month of pregnancy. New sessions will begin September 12 or November 7.

A two session refresher class is available for those who have previously attended prepared childbirth class. Sessions will be held September 6 and 13, October 4 and 11 or November 1 and 8.

Individual sessions are also offered for preparation for cesarean birth, vaginal birth after cesarean, breast feeding and infant care. All meetings are held on weekday evenings.

Cesarean birth classes will be offered on October 20 or December 15 from 7:30 to 10:00 p.m.

For those anticipating vaginal birth after cesarean, sessions will be held
22 or November 17, from 7:30 to 9:30 p.m.
feeding sessions are scheduled for September 15, October 20 or November
:30 to 9:30 p.m.
t care classes will be held September 8, October 13 or November 10,
to 9:30 p.m.
ng classes are offered to help prepare children for the birth of a new baby.
or children under six years will be held on September 22, October 27, or
er 16 from 6:30 to 7:30 p.m. Children over six may attend classes on
er 20 or November 15, also from 6:30 to 7:30 p.m.
rmation and support programs are available for those who have already given

ther's Club meetings are held on the last Friday of each month, from 11:30
12:30 p.m. New mothers are invited to hear guest speakers, ask questions and
eir concerns. Babies are welcome.
September 20, Dr. Peter Short, pediatrician, will review the growth and
pment process occurring during the first year of a child's life.
uring the October 28 meeting, registered dietitian Eileen Thibeault will address
tritional issues affecting infants and preschool children.
n November 25, Dr. Paula Heimberg, pediatrician, will discuss behavioral
and setting limits for your child.
ther programs include a postpartum support group for first time mothers and
ts which meets twice weekly for four weeks, and exercise classes for expectant
ew mother.
For further information or registration in any of the above programs, contact
rly Hospital's Maternity Department at 922-3000, extension 2200.

Boxford Chronicle
9.9.88

VOLUNTEER ASSOCIATION

The North Shore Community Volunteer Association (NSCVA) will hold their first annual meeting on September 12 at 8 p.m. in the Beverly Hospital Board Room.

NSCVA is a recently formed group of young professional people. The membership offers assistance to community service agencies with a variety of projects.

In the past six months, NSCVA members have completed hands-on projects for Project RAP's teen shelter, Spar and Spindle Girl Scout Council, Bay Area Visiting Nurse Association, Danvers State Hospital and Beverly Hospital.

Prospective new members are invited to join current members at the annual meeting. Guest speaker will be Jack Good, Vice President of Community Relations and Development for Beverly Hospital.

Further information on the association is available from Nelda Quigley, Beverly Hospital director of volunteer services at 922-3000, extension 2308 or Lisa Kraft, NSCVA president, at 922-8586.

CANCER CLINIC: On Sept. 15, a free Colorectal Cancer Clinic will be held at the Cable Emergency Center from 1 to 4 p.m. There will be no exam; participants will be given a take-home testing kit and instructions on how to use the kit at home. The kit will be returned to Cable Emergency, where test results will be determined and participants will be notified of test results. The clinic will be conducted by Renee Burke, R.N., oncology nurse. The clinic will be held in the Conference Room on the lower level of the Center.

The kits have been made available by the American Cancer Society. There is no fee for this screening and all area residents are welcome to attend.

To schedule an appointment, call the Community Relations Department at 922-3000, ext. 2480.

Times 9/13/88

Chronicle 9/15/88

Wellness clinic to be offered to town employees

In an effort to lower insurance costs for town employees, the Board of Health has scheduled a wellness clinic.

The clinic, sponsored jointly by the Board of Health, the Bay Area Visiting Nurses Association, and the Cable Emergency Center at Beverly Hospital, will be open only to town employees. Health Agent Domenic Badolato scheduled the clinic for Dec. 1 from 3 to 7 p.m. at Ipswich High School in the cafeteria and gym.

Times 9/15/88

HEALTH FORCE GAINS DIRECTOR: Della Underwood, a consultant in diabetes education at Beverly Hospital and the former director of Allied Health Professionals Inc. of Beverly has been appointed to the position of executive director of Health Force.

Health Force is a private, full-service home health care agency that also serves as a professional nursing staffing resource for acute and extended care facilities on the North Shore.

Della Underwood

Underwood has been extremely active and visible within the health care community on the North Shore where she has provided practical and supervisory medical/surgical nursing care for nearly a decade. In her new position, she is responsible for the selection and supervision of qualified professional nursing and para-professional health care staff.

. Wednesday

Ip

Class offered for youngsters o

A child care program will be held at the Cable Emergency Center in Ipswich on Oct. 4, 5 and 6 from 3:15 to 5 p.m. The class will be he conference room located on er level of the center.

The course is geared for boys 11 years of age and o

and handling [illegible]

The class will be limitec dents and pre-registrat

---

e 27

HEALTH

Ready, teddy?

~~A~~ teddy bear clinic, sponsored by the Bay Area Visiting Nurse Association and Cable Emergency Center, Ipswich, will be held Satur-

n at

sec-

can

ther

This

fear

ospi-

tal or emergency center. In addition to the clinic there will be special guests from the "New England Alive" petting zoo. Refreshments will be served and there will be giveaway items.

All area residents are invited. If you are planning to attend, call Cable's community relations department at 922-3000, ext. 2480. Children attending must be accompanied by an adult.

the

to

om-

at

922-

by

cia-

and

Be-

s lo-

wich

and

MS Society Sponsors Groups At Beverly Hospital

The Massachusetts Chapter of the National MS Society is sponsoring three programs this fall to be held at the Beverly Hospital.

A Couples Group designed for couples in which one member has MS will be held on September 20, 22, 27 and 29 from 7:00 to 8:30 p.m. Janice Schwartz, EdD and Robert Shuman, EdD will facilitate an exploration of the emotional and day-to-day impact of MS on family relationships.

A Movement Therapy Group, a first-time offering for people with MS, will be held for six weeks beginning Monday, October 17th from 7-8:30 p.m.

For more information or to register for any of these programs, contact the Support Services Department of the MS Society at 890-4990.

[illegible] Press Shopper 9/15/88

MS SOCIETY SPONSORS GROUPS: The Massachusetts Chapter of the National Multiple Sclerosis Society is sponsoring three programs this fall at Beverly Hospital.

A Couples Group designed for partners where one member has MS will be held on Sept. 20, 22, 27 and 29 from 7 to 8:30 p.m. Janice Schwartz, EdD and Robert Shuman, EdD will explore the emotional and day-to-day impact of MS on family relationships.

"But You Look So Well" is for people who have few visible symptoms of MS but are dealing with physical limitations and accompanying emotional adjustments. The group will meet on Tuesdays beginning Oct. 18, 6:30 to 8 p.m. and will run for 10 weeks. Cindy Stelline, a peer counselor who has MS, will act as facilitator.

A Movement Therapy Group, a first-time offering for people with MS, will be held for six weeks beginning Monday, Oct. 17, from 7-8:30 p.m. Dawn Pratson, a registered physical therapist, will guide the qroup through creative and personal approach to stress management while focusing

---

Times 9/19/88

STRICTLY FOR SENIORS

By Hazel Davenport

Volunteering sometimes becomes a way of life, as it has for Lee Herter, who remembers "helping out" at Beverly Hospital when she was a girl of 14, summering at Manchester with her family. Since that time, she has been a trustee, president of the Hospital Aid and employed by the fund-raising committee.

Described by fellow volunteers, who have worked with her over a number of years, as both gracious and "bubbly" in her enthusiasm while taking part in a particular project, Mrs. Herter remembers, "Would you believe that I began volunteering at Beverly Hopsital when I was 14, and that is a number of years ago. I used to take the train from Manchester even before they had a volunteer program.

"In those days, they did not have ward secretaries. I worked a number of years on the maternity floor with Mrs. Tuckerman, who had been a volunteer for years, working every day. I worked with her and it was great fun, and it was, for the most part, such a happy floor!

"This was interspersed with having children. And then I got involved through the Hospital Aid. Because I had been president of the aid, I attended trustee meetings and ended up becoming a trustee of the hospital. That was fascinating. It was back in those days, when Craig Slater was the administrator. Many people will remember him. And, of course, I knew Mae Bartley, head of the hospital for many years, and such a wonderful person.

Lee was at a meeting one morning when Jack Good, of the hospital staff, gave a talk on the need of raising money, in 1980.

"He said, 'I have got to hire someone part-time to help run the campaign. I heard myself say, 'Why not hire me? I am looking for a job.'"

Good took her up on her offer and the Manchester woman worked with him for five years. "Two years ago, I 'retired', although I still volunteer two days a week, working with computers and the mailing list.

Volume 98, No. 217

Hospital clamps down on smoking

By STEVE CROWE
Metropolitan editor

9/15/88

BEVERLY – Beverly Hospital will be virtually smoke-free after Jan. 1.

The hospital has adopted a sweeping policy that will prohibit smoking for all staff, visitors and patients. Only those with their doctor's permission may smoke.

Hospital President Robert R. Fanning Jr. and medical staff president Walter B. Clayton, M.D., in a joint statement, said the new policy signals the hospital's intention to take a leadership role in eliminating the spread of heart and lung disease.

"Beverly Hospital has a responsibility to point out the dangers of

---

s ban

uch a policy for y

rek said the ho
with area hospital
ies and found no
a stringent policy a
ly Hospital has adc
ception is New Eng
Hospital in Stone
y the Seventh Day
urch, which has pr
ng for years.

employees, Kushm
may be unhappy a
go outside to smoke
think it would be a
most.

mployees are reco
e time has come
this," she said.

spital offers re
members of the
ho may wish to
completely. Empl
ffered similar cl
ospital subsidizing
, Kushmerek said.

DY STRIPER
RAM

[illegible]
Sept. 16
1988 –